

PRINTERS' BANK.

J S Briggs 31 Aug 01
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A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XV.

NEW YORK, APRIL 1, 1896.

9481
NO. I.

TOO LATE—and NOT TOO LATE.

Correspondence with publishers on the subject of circulation ratings for the American Newspaper Directory for 1896 came absolutely to an end on the first day of March. Reports of circulation, from States beginning with an initial letter near the middle or end of the alphabet, as Ohio, Wisconsin, etc., if conveying the requisite information, duly signed and dated, did continue to have some chance of receiving attention up to April 4th, or even later; but if they lacked signature, date or any other essential, the editor of the Directory simply filed the communication. Publishers of papers concerning which something of special interest to an advertiser may be said continue to receive communications from the Directory office concerning advertisements for the Directory, and this will happen even as late as May 1st, but these can have no influence on the circulation rating which had already been accorded.

The publisher who wishes to announce in the Directory that his circulation is jumping up, or any other statement whatever, may still have the privilege of telling his own story in his own words, in a 60-word paragraph in pearl type, to have a position directly following the description of his paper in the catalogue portion of the book. The cost of such an announcement is \$10, which includes a copy of the book delivered carriage paid. More than 60 words cost 10 cents a word extra. Such an announcement will be preceded by the word *Advertisement*.

THE REASON.

One publisher writes to the Editor of the Directory as follows:

ROCHESTER, N. Y., March 17, 1896.

We are in receipt of a postal card saying that a communication sent you so as to reach its destination on the 16th was too late to receive attention. We are printers ourselves and cannot understand how it can possibly be too late to consider a correction on March 16th in a work, the first forms of which do not go to the press until the 4th day of April.

We inclose a brief paragraph which we would like printed directly following description of the paper, and hand you herewith check for \$10 in payment for the insertion and copy of Directory. You are no doubt aware that it is a misdemeanor in the State of New York for a publisher to untruthfully state circulation for the purpose of influencing advertisers. The smallest number of papers printed by us during the past twelve months was 13,100, March 29, 1895, and the largest regular edition was December 14, 1895, 24,800. The smallest edition printed since December 31st last was 14,900, on January 15th; the smallest edition printed in February, 1896, was on the 30th, 15,860, and the largest during that month was on the 29th, 19,300. We give you all these facts in extenso in order that you may make an intelligent correction in the rating accorded this paper, and with the knowledge on our part that there can be no material mechanical obstructions. We sincerely trust you will see the propriety of being just toward this paper, and that is sincerely all we ask.

Very truly,

UNION AND ADVERTISER CO.,

W. F. BALKAN, Treasurer.

The trouble about making corrections in the descriptions after they have once approved by the editor of the Directory, arises from the fact that, although forms may not go to press for several days or even weeks, yet the printed proofs, as they stand, have been handed over to other workers who compile from them the other various tables and classifications. Changing a circulation rating in one place may necessitate changing it in half a dozen others, and this involves so much liability to error that it is not found advisable in practice to attempt or permit any change in the catalogue after it has received the final approval of the editor of the Directory.

It so happens that when the report copied above came in from the Rochester, N. Y., UNION AND ADVERTISER on the 19th of March, the catalogue proofs for that part of New York State in which Rochester belonged had not actually passed the proofreader's hand; the true circulation, *smallest edition within the year*, 13,100 copies, will, therefore, be found in the Directory when it appears, as well as the paid paragraph wherein the UNION AND ADVERTISER takes occasion to make known that.

Advertisement.—The actual average circulation of the UNION AND ADVERTISER for February, 1896, was 16,867 and is steadily increasing. No two-cent evening paper in the State outside of New York and Brooklyn approaches above figures. The UNION AND ADVERTISER is a daily seventy years old. Advertisers in papers that show a constant growth.

In the case of a newspaper that has already sent an order for matter to appear in a pearl paragraph (like the above), that entitles the publisher to a copy of the Directory; the cost of inserting the additional paragraph will be only ten cents for each word (actual count) of the additional matter sent.

All communications should be addressed to

THE AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

HE reads the local
weekly regularly.



Resides and does business in the city?

Yes—but born and brought up in the country.

The local paper of his native town still holds his affection. The interests of the home of his youth are always his interests.

The people, although miles away, are still his neighbors and his friends.

He keeps informed as to what is going on in his former home through the columns of the local weekly.

You can't shut out the local country paper.

It penetrates even the large cities.

Country-born-and-bred people everywhere will read it—and more thoroughly too than any other publication.

1,580 Local Weeklies.

61% of them the **only** papers in their towns.

One order, one electrotype does the business.

Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XV.

NEW YORK, APRIL 1, 1896.

No. 1.

FIGURE SIGNS.

By *Henry Granville*.

In variety and suggestiveness the figure signs add a picturesqueness to the streets of city and town that the more numerous painted signboards do not possess. This plastic side of street advertising is exemplified by the tangible representation of certain objects and figures bearing more or less relation to the business of the merchant who sets them up in front of his shop or over his door. The most frequent and most conspicuous example of this sort of advertising is seen, of course, in the Indian and other figures that stand in front of cigar stores, but other tradesmen press the tobacconists very close.

The mortar and pestle of the druggist, the gilt boots and hats of the shoemaker and hatter, the dummy clocks and real ones in front of jewelry stores, and the giant eyeglasses of the opticians, are as familiar to our eye, and as readily indicative and suggestive of the various trades they represent, as are the three gilt balls of the pawnbroker shops and the quite historic barber pole.

Similarly dealers in sporting goods indicate their calling by mammoth guns (to which one dealer adds a huge cartridge), and locksmiths hang out keys and saws. Huge cigars, pens, pipes, and horseshoes, pendant over doors, also leave no doubt as to what can be had inside. Many of these carved figures are gilt. Some chiropodists place big sawed-off white feet before their doors just as a large gloved hand shows us where to get gloves.

The conventional mortar of the druggist is occasionally varied by the addition of an eagle or even of a Cupid-like imp, and some places add to the usual opticians' spectacles an enormous pair of opera glasses. Huge

gilt molars are still found pendant before dentists' offices, and more than one wine-dealer sets up a finger-post for thirsty humanity in the shape of an immense demijohn. A large pair of scissors indicates the business of some cutlery shops, a wooden red-striped stocking emphasizes the lettered sign in front of a German knitting establishment, while a sausage-maker lures in the Teuton gourmand by a fine gilt *wurst*; a gilt wheel steers you into the store of a firm dealing in yachting uniforms and furnishings. A palette is not an unfamiliar sign over artist-materials stores, while the little pyramid of painted barrels is quite extensively used by dealers in painters' materials. Some photographers set up a dummy camera as a sign; one music dealer blows his own large trumpet to attract bandmasters, and a manufacturer of musical instruments has long used a huge and weatherbeaten French horn, while another hangs up a gold "Strad," to be sure you do not mistake your man. A gilt faucet is used by a firm that deals in plumbers' supplies, and a gold-beater has hung out a large gilt arm, grasping a hammer.

The large lantern that hangs out over the street leaves no doubt as to what is manufactured in that building, and many probably remember the huge teapots that decorate the establishments of dealers in hardware. A large illuminated T, by the way, has been quite extensively used by some of the tea companies, and a similarly illuminated keg may be seen over the door of a few beer saloons in this city. One saloon has a swinging sign, into an open space of which is set the carved representation of a foaming glass of beer. An enormous bamboo cane, which stretches up along the front of the building, indicates the business of a firm of cane manufacturers.

We occasionally come across old

figures, marked out on boards, cut short, and painted on both sides. Such flat figures are found in front of some old shooting galleries, and a certain New York carpenter shop glories in an "equestrian statue" of Washington made in this way. Stuffed bears hang on to poles in front of many a furrier's establishment, and dealers in carriages and harness are supplied from Paris with life-size presentations of fiery dapple-gray steeds to set up in their windows or before their doors.

Some New York streets are particularly rich in figure signs. Warren, Murray, Frankfort and other streets in that vicinity are filled with gilt coffee pots, saddles, guns, pipes and many other objects. One Warren street dealer in cutlery has set up a huge knife and fork over his door on one side and an equally large razor on the other, while in Frankfort street a rocket of enormous dimensions conjures up visions of the "glorious Fourth." The well-known safe manufacturers at Broadway and Murray attract attention to their place by a gilt eagle, which bears no relation to their business, however, and seems to have no special purpose but to hold up a disk with the inscription: "Seven world's fair medals." A figure of Peter Stuyvesant is set up by one insurance company, a phoenix rising from the flames symbolizes another, while a third is well represented by a globe half sunk into a lettered signboard.

The gilt figure of an ostrich proclaims to the public the business carried on in a feather store. One dealer for years advertised his business in feather beds by a stuffed goose reposing on a bed of down. Some undertakers still affect the wooden tombstone, a few dealers in leather and findings indicate their business by a large awl, and the significant beehive is occasionally found over the doors of savings banks.

Purely symbolical signs like the latter are not very common, however, although the wine merchant's bunch of grapes and the baker's sheaf of wheat are still met with. Still more rare here are those old tavern signs peculiar to Old World countries, which bear no relation to the business of the place, but merely illustrate its name. But a golden swan graces the front of a saloon, and signs like "Zum weissen Rossle," "Zum schwarzen Wall-

fisch," "Malkasten," etc., can still be found in the German district of all our large cities.

Good workmanship is frequently shown in sign figures, and at times we find one that has decided artistic merit, though the art be limited in scope and power. Cigar store figures are familiar instances, notably the expensive metal ones. The manufacturers of these figures have grown ambitious. They no longer limit themselves to the traditional Indian and the equally appropriate "plantation nigger," but often turn out figures that bear little relation to the tobacconist's business, being rather of purely "artistic" interest. Even portraiture is attempted, and we find the late Kaiser Wilhelm at Long Branch, Edwin Forrest in Philadelphia, and John L. Sullivan in New York.

One toy dealer trades under the protective presence of that great toy distributor, Santa Claus, and a firm dealing in woolen rags has the figure of a ragman perched up on top of its building. A music dealer has set up a bust of Beethoven, possibly to show that he wishes to keep music up to a classical standard, and another firm has decorated the front of its house with a number of busts of musicians. A large symbolical figure of a female with a sunglasses stands over the entrance to a photograph gallery.

The well-known and excellent group, "You Dirty Boy," has been reproduced and set up on the front of a soap establishment. The original model for this group was made by a very skillful sculptor in Europe. Similarly, we may find a few cases on this side of the water where real works of art are ordered and used as sign figures. An instance in point is the statue of Puck, modeled by Henry Baerer for Joseph Keppler, and now on the Puck Building. Figures like this, although they are primarily artistic and decorative in purpose, are also explanatory, and thus the figures of Gutenberg and Franklin on the Staats-Zeitung Building, New York, and that of Franklin on the front of the establishment of Harper & Brothers emphasize and in a measure serve to call attention to the business going on within. Even the Greeley statue in front of the New York *Tribune* office, and the Franklin statue in Printing House Square, New York, though erected purely as works of art, have

by their very positions a somewhat similar effect. There was another clever statue of Puck made for Keppler, by the way, which was subsequently reproduced by Demuth and utilized as a high-priced cigar store figure. It was the work of Caspar Buberl.

ADVERTISE A SPECIALTY.

By L. J. Vance.

How many advertisers who have more than one kind of goods to sell build up a name and a reputation for one special article? Not one out of ten. They seem to have overlooked or disregarded this side of their advertising. On the whole, they give equal space and equal show in the papers to all their goods in stock.

It will pay to advertise a specialty. It is good business policy to have a wide and deserved reputation for keeping the best of a certain kind or class of articles.

Now and then the merchant will make a "drive" on a certain article. But advertising a drive is different from advertising a specialty. The drive lasts only a short time. It is followed soon by another drive, or something else. This may not establish a permanent or future reputation for the goods sold. The merchant's name becomes identified with no one thing. For, when the "drive" is over, and the goods sold out, he is about where he started as far as a special reputation is concerned.

It is not so with a specialty. That distinguishes your place from all others that keep the same thing—but not so good. The result is when people intend to purchase your specialty they at once think of your store as the proper place to go first for it. If you attract customers to your specialty counters, they will look, and perhaps buy, goods at the other counters before they leave.

There are a few large shops in New York and other cities that have a name for excelling in certain lines. One has a reputation for linen goods; another for mourning goods, a third for wools, and so on.

Every merchant can have some one thing of which he makes a specialty. It should be an article in general demand, which he can obtain on favorable terms and offer at a bargain figure. This he makes a feature that

becomes more valuable to him year after year. Do that, and people will say: "Why, Brown's is the place to go for that"; or, "Smith, Jones & Co. always have the best and cheapest shoes for children in town."

Advertising a specialty is different from advertising one thing at a time. It is advertising one thing all the time.

An illustration may be taken from the field of bicycle advertising. The different parts of a bicycle may represent the different goods in a store. What is admitted to be the proper kind of bicycle advertising? Is it to take the whole wheel? No; the best bicycle ads make one feature a specialty—the felly, the tire, the frame, or the bearings. So with the store. Single out some specialty. Make that one of your trump cards.

FIVE QUARTS TO THE GALLON.

Office of the
"U. S. ARMY & NAVY JOURNAL."
93-101 Nassau St., cor. Fulton.
NEW YORK, March 23, 1896.

Editor of Printers' Ink:

This statement, which appears in the circular of the American Newspaper Directory, is incorrect:

A report giving the number of quires used each week (instead of the actual number of copies printed) may mean for an eight-page paper one-half the actual issue reported in the Directory. \$100 forfeit has once been paid by the publishers of the Directory upon a deceptive circulation report of this sort. In each case of this kind it is found advisable to look at the paper. If it has four pages there are 24 copies to the quire. If eight pages, it will not be safe to allow for more than twelve. A quire is 24 sheets, and not 25. A ream is 480 sheets, and not 500.

The *Army and Navy Journal* is printed, and has been printed for many years, on paper 500 sheets to the ream. Our impression is that this is now a common practice with publishers. Circulations that assume that all papers use paper 480 sheets to a ream are misleading. Very truly yours,

W. C. and F. P. CHURCH.

Most bottlers of wine fill five quart bottles out of every gallon, but a gallon does not, on that account, become five quarts. PRINTERS' INK also uses paper put up 500 sheets in a bundle, but such a bundle is not a ream; it is a ream and twenty sheets. No particular harm is done by calling 25 sheets a quire, the injury comes from calling a quire 25 sheets.—[ED. P. I.]

THE news editor prepared an article, in which he said: "Mr. Dash is hopelessly ill." Before going to press Mr. Dash died, and a hasty alteration was made in the sentence to meet the new condition of affairs. When Mr. Dash's friends read in their paper that "Mr. Dash is hopelessly dead," they were naturally shocked.—*Tit-Bits*.

FARM IMPLEMENT ADVERTISING.

By C. M. Harger.

To be effective, farm implement advertising must be done through the spring months. Farmers buy more implements for harvesting crops than for planting them. While a varied and curious multiplicity of machines for almost every imaginable method of subduing the soil have been prepared for the planting season, the plow and harrow remain the stand-bys. The rivalry of various makes of these implements leads to fierce competition in Western towns, where sales of implements are larger than anywhere else. The West must buy all its working tools new; it has not, like the East, an inexhaustible store of old implements on hand. Hence the growth of manufacturers' and jobbers' houses in the Prairie States, while the Western Implement Dealers' Association, which meets in Kansas City, has nearly 700 members.

The advertising of implements is of two kinds: That of manufacturers to appeal to retail dealers, and of the retail dealer to attract the individual buyer. A careful inspection of 75 pages of implement advertising in the advance sheets of a large catalogue soon to be issued to Western dealers shows little variety or enterprise in the methods adopted. The advertisements are, for the most part, plain lists of the makes of plows, harrows, etc., handled, and oftentimes these even are subordinated to loud announcement of the location of the factory, as if this were the important thing. A few enumerate the good points of each implement in forcible language, and illustrate with clear cuts. One or two introduce vulgarity in order to attract attention, but omit to describe their goods. On the whole, it is stereotyped and formal, perhaps intentionally so, for it appeals to conservative business men.

The advertising of the retail dealer in implements throughout the West shows little progressiveness. Only occasionally is a firm found which does more than enumerate its lines of articles, commencing with traction engines and ending with "wire, rope and nails." The retail dealer who elaborates on one implement at a time, and that in its season, is seldom found. The argument is used by some retailers that the Western farmer is not influenced by advertisements in buying imple-

ments; he must be approached personally. Yet the catalogue house grievance is the most important one discussed at their association meetings. The catalogue houses send descriptions of implements direct to the farmer and ship the articles from the firm's headquarters on order. To such an extent has the business grown that the hardware and implement dealers pass resolutions condemning jobbers and manufacturers who sell to a catalogue house under any conditions whatever. Yet the success of these lines has come about largely through the failure of the retail dealers to present their business to the farmer in suitable colors.

The farmer of the West—the great implement selling field—is by no means a cash purchaser. He likes good time for payments, and in most instances must have it. Hence he is accommodated to a great degree by the dealers, and is apt to buy where he is shown the best bargains, in his estimation. To the implement which is most exploited he is partial. A certain kind of plows has been used almost exclusively in one neighborhood in Kansas for ten years because of the advertising in the local paper done by a single firm. Where there is so much bad and non-progressive advertising, a great opportunity awaits some one. The tons of catalogues, pamphlets, etc., distributed free at county fairs are handsome and expensive, but they come at the end of the season and are playthings for the children. The same expenditures and effort in country paper and farm journal advertising early in the year would, it seems probable, produce many-fold more returns.

WHY EVERYBODY SMILED.

An amusing scene was witnessed by many pedestrians one day at the corner of Thirty-seventh street and Broadway. A fence, about thirty feet high, covered with theatrical lithographs, incloses a lot on that corner, where the foundations of a new building are being laid. It was the noon hour, and six brawny sons of Erin were seated on a slightly raised platform resting against the fence. They were eating their luncheon, and were joking and laughing to their heart's content. Those who stopped to look at the group could not withhold a smile, for directly above this jolly group of Irishmen, in bold, lurid letters, were the words "The Gay Parisians." Here, indeed, was a pleasant satire, the result of accident.—*New York Herald*.

HIS IDEA OF IT.

Dottie—How do you pronounce it, papa—adver-tisement or adver-tierment?

Papa (knowingly)—When properly attended to, my dear, it is pronounced success.

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA

745,000

Copies printed of the
MARCH number of

**THE
LADIES' HOME
JOURNAL**



745,000

New York:
Metropolitan Bldg., 1 Madison Ave.

Chicago:
508 Home Insurance Bldg.

GLEANINGS.

FROM THE AMERICAN NEWSPAPER DIRECTORY
FOR 1896, WHICH WILL APPEAR IN MAY.

No paper in Alabama is credited with so large a *guaranteed* circulation as that accorded to the Birmingham *People's Tribune*, and the publishers of the American Newspaper Directory will pay a reward of one hundred dollars to the first person who will prove that its issues were not as stated.

The Mobile *Daily Register* has credit for the largest circulation rating accorded to any newspaper in the first Congressional district of Alabama, with a population of 151,757.

The Montgomery *Semi-Weekly Advertiser* has credit for the largest circulation rating accorded to any newspaper in the second Congressional district of Alabama, with a population of 188,244.

The Opelika *Weekly News* has credit for the largest circulation rating accorded to any newspaper in the third Congressional district of Alabama, with a population of 179,680.

The Anniston *Weekly Republican* has credit for the largest circulation accorded to any newspaper in the fourth Congressional district of Alabama, with a population of 161,184.

The Dadeville *Weekly Herald* has credit for the largest circulation accorded to any newspaper in the fifth Congressional district of Alabama, with a population of 185,720.

The Jasper *Weekly Mountain Eagle* has credit for the largest circulation accorded to any newspaper in the sixth Congressional district of Alabama, with a population of 158,838.

The Culman *Weekly People's Protest* has credit for the largest circulation accorded to any weekly in the seventh Congressional district of Alabama, with a population of 130,451.

The Florence *Weekly Times* has credit for the largest circulation accorded to any newspaper in the eighth Congressional district of Alabama, with a population of 176,088.

The Birmingham *Weekly State Herald* has credit for the largest circulation accorded to any newspaper in the ninth Congressional district of Alabama, with a population of 181,085.

THE THOUGHTFUL DRUG CLERK.

"What can I do for you, miss?" inquired the clerk in a Market street drug store of a blushing young woman. She glanced about her in embarrassment and then replied:

"I want some castor oil."

"All right; in just a moment."

The clerk moved around behind the counter for a moment and then went to the soda fountain.

"Do you like soda?" he asked.

"Oh, yes, indeed."

"What flavoring do you prefer?"

"Pineapple, please."

The clerk drew a glass of the fizz and the young lady drank it. Then the clerk sat down on a stool and commenced to chat with her. She was apparently annoyed, but replied courteously to all of his remarks. Finally, she said:

"If you'll give me the castor oil I'll go."

"Why, you took it in that glass of soda."

"Took it in the soda! I didn't want to take it. It was for my little brother."—*San Francisco Post*.

NOTES.

"LENTEN GOODS" is what Shaffner & Stites, of Lansdowne, Penn., call their stock of fish.

The Poster, New York, for March contains what purports to be a complete list of posters designed by Louis J. Rhead.

The April number of *Godey's Magazine* is a bicycle number, all the articles and stories relating or being founded on the wheel.

A POUGHKEEPSIE shoe dealer, under the well engraved picture of a lady's laced garter, prints in his advertisement the statement which follows:

"We are putting three things in our shoe, Art, Labor and Good Leather, and now want you to put two things into them—your feet."

The April 4th issue of *Farm, Field and Fireside* will be a special Easter number, with colored cover pages and appropriate reading matter.

THE Postmaster-General has rescinded for 60 days, beginning with March 19, the regulation that reprints of second-class publications must be mailed at third-class rates.

It is said that posters are so called because, "in former times, the footways of London streets were separated from the drives by a line of posts on which advertisements were displayed."

A WESTERN editor once invited correspondence "as to the best way to conduct his paper, and the man who hit the nail squarely on the head replied anonymously, on a postal card: 'Run it as you d—d like.'—*Pease's Anoka Union*.

PAPER which cannot be destroyed by fire is said to have been discovered by a Frenchman. A specimen has, it is stated, been subjected to a severe test—that of exposure in a potter's furnace for forty-eight hours, and came out without injury.—*Popular Science News*.

FRANCE has a new series of postage stamps designed by the poster artist, M. Grasset. He was selected by M. Lebon, the Minister of Posts and Telegraphs, to draw the new French model, after a public competition had resulted in the rejection of all the designs submitted.—*The Poster*.

THE city of Montpellier, in France, is said to be the first to regulate the kind of wrapping paper that articles of food shall be delivered in. Colored paper is absolutely forbidden. Printed paper and old manuscripts may only be used for dried vegetables. For all other articles of food new paper, either white or straw-color, must be used.

MR. CLARK, the cashier of the N. W. Ayer & Son Advertising Agency, of Philadelphia, in speaking recently of the enormous amount of work connected with such an agency stated that at the present time they had 142 persons on the pay-roll, and that the amount paid in salaries last year was \$99,240.30. To show the amount of business done, he stated that Mr. Ayer had signed 17,000 checks last year.

A STORY is told of a newspaper publisher who discovered that a home merchant was charging him more for goods than he did other people, and of course the editor made a kick. "My friend," said the merchant, "I am paying you \$2.40 per month for a six-inch advertisement, but a patent medicine company whose goods I sell only pays you \$9 a year for the same space. You should put a 'market price' on your own stock and maintain it."—*Rocky Mountain Editor*.



IT'S a long shot from San Francisco, or Portland—but everybody considers

THE SUN

before making their adv. contracts. Why? because it's the best value on Earth.

Address,

THE SUN, New York.



Good Catch

is what we are all after,
even if we're on the fence
and don't know where to
throw our line.

You can always catch
Customers by a card in
our



Brooklyn "L"



cars — because the size,
16x24 inches, gives you
plenty of room in which
to "tell your story."



W. W. CO.

GEO. KISSAM & CO.,

35 SANDS ST.,



BROOKLYN.

S. D. GARRETT, Manager.

GREATER

*than that of any two
other local news-
papers combined
is the bona fide*

CITY * * * CIRCULATION

OF THE

St. Louis... Post-Dispatch

The S. C. Beckwith Special Agency

SOLE AGENTS FOREIGN ADVERTISING

Tribune Bldg., New York. The Rookery, Chicago.

Do you want to reach the masses?

We take it that you do, for the greater the hearing the more chance for profitable returns from your advertising.

The Chicago Dispatch...

has a larger circulation than all other afternoon papers of Chicago combined, with one exception.

IT prints and circulates over 65,000 copies daily.

IT is the official paper of the City of Chicago and Cook County.

IT reaches the homes and is read by the masses.

Advertising rates on application.

Send all orders direct to

THE DISPATCH,
115-117 FIFTH AVENUE, CHICAGO, ILL.

\$1,000

in
Cash Prizes
for
Ad-Smiths

For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of ad-smiths in the competition invited for the \$1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to
THE EDITOR OF
THE AMERICAN NEWSPAPER DIRECTORY,
10 SPRUCE ST., NEW YORK.

The Advertisers'

• • Encyclopædia.

The American Newspaper Directory, revised and guaranteed up to date, contains information on every point and detail regarding every publication in the United States and Canada. This book is indispensable to the general advertiser, and no one can afford to be without it. In its general and special features it

ACKNOWLEDGES NO EQUAL.

**THE
AMERICAN
NEWSPAPER
DIRECTORY**

Gives the location of each town, its population, industries and resources.

Tells at a glance whether its residents are such as use your articles, and which paper will best reach them.

Contains, conveniently catalogued, the name of each newspaper and magazine, its character, age, price and politics.

Guarantees Its Circulation Ratings.

**NO
OTHER
DOES**

To Whom Do You Cater?

The readers of the **Daily, Weekly, Religious, Agricultural or Trade papers?** This valuable book promptly directs you to a complete list of each class, showing its character, quality and circulation, and assists you to select such mediums as go directly to those whose trade you seek, whether banker or farmer.

**LIGHT
ON A
DARK
SUBJECT**

Without the aid of this book the advertiser is absolutely ignorant of the circulation of any publication—has no evidence that he is receiving what he pays for.

The American Newspaper Directory

guarantees its circulation ratings, and will pay \$100 reward for proof that they are not correct in every instance. It is the only newspaper directory that

Can Be Thoroughly Relied upon

**ONE
HUNDRED
DOLLARS
REWARD**

PRICE, \$5.00, DELIVERED; YOU'LL SAVE MORE ON YOUR FIRST CONTRACT.

PUBLISHED BY

GEO. P. ROWELL & CO.,

10 SPRUCE STREET,

NEW YORK.



PRIZE ADVERTISEMENT FOR THE AMERICAN NEWSPAPER DIRECTORY—ELEVENTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the eleventh week, ending March 24th, was twenty-three. First choice was given to the advertisement headed, "The Advertisers' Encyclopædia." This advertisement was written by Mr. Geo. S. Lowman, advertising manager of the Swift Specific Co., Atlanta, Ga., and appeared in the *Journal* of that place of March 21st. Mr. Lowman probably had a better idea of the merits of the Directory than most of the competitors, for he has recently stated that he uses it constantly in making up his lists of papers. His ad occupied $4\frac{1}{2} \times 6\frac{1}{4}$ inches.

The selection this week was rendered difficult by the excellent character of the advertisements sent in. Two of these are reproduced as pressing the winner closely. The ad headed, "To Be Loved," was written by Chas. F. Jones, of Chicago. Mr. Jones was the winner of the PRINTERS' INK Vase, it will be recollected. His present effort appeared in the *Louisville Commercial*, of Louisville, Ky., of March 12th, where it occupied $7 \times 8\frac{1}{2}$ inches. The advertisement beginning, "A Store House of Information," was written by S. P. Foster, of Elmer, N. J., and appeared in the *Times* of that place of March 19th. In the original it occupied $6\frac{1}{2} \times 12$ inches. The first advertisement in

The — Cleveland Plain Dealer

has a paid circulation in Cleveland and Suburbs over 100 per cent larger than that of any other Morning Newspaper.***

THE PLAIN DEALER

is delivered to the homes every morning, including SUNDAY, for ten cents a week.***

THE DAILY PLAIN DEALER

has from ten to twelve pages.***

THE SUNDAY PLAIN DEALER

from 24 to 36 pages.***



All advertisements taken for the daily PLAIN DEALER appear for a while in the EVENING POST, a ten-page, one cent, evening newspaper with a large home circulation.



C. J. BILLSON,

86 & 87 Tribune Bldg., New York.
523 Chamber of Commerce, Chicago.



Only One Way

to advertise articles of merit in a thorough and proper manner in Compton County (Province of Quebec), and that is through the columns of the

CHRONICLE

Two editions—one known as the COMPTON COUNTY CHRONICLE, the other, LAKE MEGANTIC CHRONICLE. All advertisements appear in both. There are no other papers published in the County.

Population of County, 22,799; mostly well-to-do farmers.

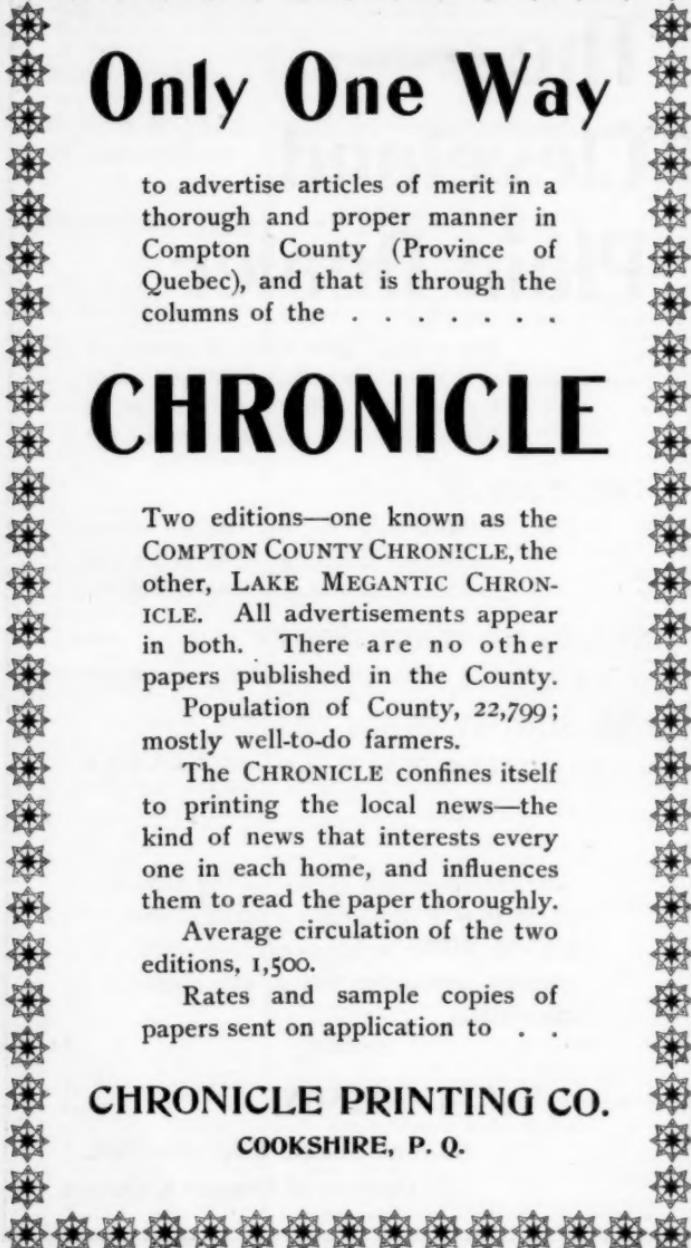
The CHRONICLE confines itself to printing the local news—the kind of news that interests every one in each home, and influences them to read the paper thoroughly.

Average circulation of the two editions, 1,500.

Rates and sample copies of papers sent on application to . . .

CHRONICLE PRINTING CO.

COOKSHIRE, P. Q.



IT BROUGHT AN OVERWHELMING NUMBER OF INQUIRIES...



SOLE AGENTS FOR . . .

C. J. Head & Co.
California Fig Syrup Co.
Imperial Soda Co.
Bayer Tablets Co.
C. & J. T. T. Co.
H. A. & T. Co.
Angier Chemical Co.
Bayer Tablets Co.
Sterling Remedy Co.
C. & J. T. T. Co.
A. P. French & Co.
Felt & Co.
H. C. Clapp & Co.
Gilmor Products Co.
Brown Chemical Co.
H. H. Moore & Son
A. S. Hinds
C. E. Hines & Co.
M. F. Madaras & Va.
R. F. Allen Co.
F. W. Weller Co.
Connecticut Witch Hazel Co.
Wm. Wrigley Jr. & Co.
A. B. Dick Co.
H. F. Wellington
C. H. Strong & Co.



T. W. HOBRON, Proprietary.

Hobron Drug Co.

WHOLESALE AND RETAIL

AGENTS DRUGGISTS.
C. J. HODD & CO. REED & CARNICK
MARINE DAIRY CO., CALIFORNIA FIG SYRUP
MILK LIMPIMENT CALIFORNIA VITA OIL

Honolulu, H. I.

March 5th, 1896.

Geo. P. Howell & Co.,

New York.

Gentlemen:

We have the pleasure of enclosing you herewith our check on
The Bank of California for \$8.25 settlement in full for advertising
in Printer's Ink for January. Kindly acknowledge receipt of same.

Our little ads brought us an overwhelming number of inquiries.

Yours very truly,

Hobron Drug Company.

Enclosure.

Dictated by T. W. H.

Book Free!

We will send, charges prepaid, a book edited, compiled and copyrighted by us, entitled:

Census Figures for Advertisers.

It is full of useful statistics not heretofore published. It also tells of

BOYCE'S BIG WEEKLIES

Send your name and address and we will forward the book **FREE**.

**BLADE,
LEDGER,
WORLD,** } 500,000 copies weekly.
Proved circulation.

Rates, \$1.60 per agate line per insertion.
No discounts for time or space.

**W. D. BOYCE CO.,
AD DEPT., CHICAGO.**



MAPPED BY CONGRESSIONAL DISTRICTS.

The 65,000,000 people of the United States have 557 Congressional representatives. That is one representative for about every 200,000 people. What an advertiser requires for the profitable prosecution of his plans is, first, people; second, people with the means to buy. If he would lay out his plan with system, dividing up his constituency into "blocks of five," or blocks of, say, 200,000, he may judiciously study the maps of Congressional districts, and select from each the paper or papers that seem best calculated to do him service. The population of one Congressional district is approximately the same as that of any other, but the greatest wealth is generally to be found where the population is densest. The most densely-populated districts are, of course, those which cover the smallest territory. So, too, the facilities for supplying the people's wants are better where they are packed closely together, and there is consequently less competition in a thinly settled region. The advertiser must choose his own territory and adjust his expenditure to his own ideas of expediency.



OHIO.

Ohio has 40,760 square miles of territory, 3,672,316 people and publishes 1,146 newspapers. The comparative density of population is illustrated by the varying size of its twenty-one Congressional districts, as shown by the map. The twelfth district has the

smallest population, 158,036, and the second has the largest, 205,293.



ILLINOIS.

Illinois has 36,000 square miles of territory, 3,826,351 people and publishes 1,532 newspapers. The comparative density of population is illustrated by the varying size of its twenty Congressional districts, as shown by the map. The seventh district has the smallest population, 130,123, and the first has the largest, 316,280.



INDIANA.

Indiana has 35,910 square miles of territory, 2,192,404 people and publishes 791 news-

papers. The comparative density of population is illustrated by the varying size of its thirteen Congressional districts, as shown by the map. The sixth district has the smallest population, 139,359, and the eleventh has the largest, 187,720.



MICHIGAN.

Michigan has 57,430 square miles of territory, 2,093,889 people and publishes 741 newspapers. The comparative density of population is illustrated by the varying size of its twelve Congressional districts, as shown by the map. The ninth district has the smallest population, 148,626, and the second has the largest, 191,841.



WEST VIRGINIA.

West Virginia has 24,645 square miles of territory, 762,704 people and publishes 167 newspapers. The comparative density of population is illustrated by the varying size

of its four Congressional districts, as shown by the map. The first district has the smallest population, 177,840, and the third has the largest, 202,289.



KENTUCKY.

Kentucky has 40,000 square miles of territory, 1,858,635 people and publishes 266 newspapers. The comparative density of population is illustrated by the varying size of its eleven Congressional districts, as shown by the map. The seventh district has the smallest population, 141,401, and the fourth has the largest, 192,055.



TENNESSEE.

Tennessee has 41,750 square miles of territory, 1,767,518 people and publishes 275 newspapers. The comparative density of population is illustrated by the varying size of its ten Congressional districts, as shown by the map. The fifth district has the smallest population, 153,773, and the third has the largest, 199,972.



WISCONSIN.

Wisconsin has 54,450 square miles of territory, 1,686,880 people and publishes 578 newspapers. The comparative density of population is illustrated by the varying size of its ten Congressional districts, as shown by the map. The fifth district has the smallest population, 113,453, and the fourth has the largest, 236,101.

"MARY," asked the old man, "whose picture is that on the front of the paper you have?" "That is a picture of President Cleveland," said she. "Great Caesar's ghost!" exclaimed the old man, "has he been cured of something, too?"—Adams Freeman.

THE NEW YORK SPECIALS.

THEIR NAMES : AND WHERE THEY
MAY BE FOUND.

Agnew, L. A.	American Tract Society Bdg.
Andrews, Byron	World Building
Batten, George	Potter Building
Beckwith, S. C.	Tribune Building
Bevans, D. P.	World Building
Billson, C. J.	Tribune Building
Bright, Henry	Tribune Building
Brooke, Wallace G.	Tribune Building
Brophy, T. L.	34 Park Row
Bush, J. C.	Times Building
Crall, L. H.	Times Building
Craig, R. A.	Times Building
Cushman, Joseph	World Building
Danson, W. Ward	Tribune Building
De Long, J. J.	Tribune Building
Eddy, H.	10 Spruce Street
Elder, T. B.	Tribune Building
Ella, C. E.	Temple Court
Faulkner, C. S.	23 Park Row
Floyd, Steve W.	American Tract Society Bdg
Fultz, D. M.	34 Park Row
Ford, F. L.	American Tract Society Building
Grover Company, Frank S.	Tribune Building
Hallock, W. W.	Tribune Building
Hannan, L. R.	Potter Building
Hart, Frank	Times Building
Hirsch, C. H.	Temple Court
Hubbard, H. P.	Times Building
Katz, E.	Temple Court
Katz, E.	World Building
Kohlhase, Theo. E.	A. M. Tract Society Bdg
Kimelman, V. H.	Times Building
LaCoste, H. D.	Potter Building
Lawrence, W. H.	A. M. Tract Society Building
Leith, S. E.	10 Spruce street
Leonard, L. A.	Tribune Building
Lorentz, J. D.	Tribune Building
Lukens, Perry Jr.	Tribune Building
McKee, Ralph R.	Times Building
Miller, J. Martin	Tribune Building
Misch, F. K.	Potter Building
Morrison, F. E.	Temple Court
Moses, O. L.	American Tract Society Building
Nichols, Chas. W.	23 Park Row
Pacific States Adv. Bureau	34 Park Row
Perry, E. T.	Tribune Building
Randall, Geo. E.	Tribune Building
Remington, W. H.	Tribune Building
Richards, F. St. J.	Tribune Building
Richardson, A. Frank.	Tribune Building
Ritter, Phillip.	American Tract Society Bdg.
W. E. Scott	114 Nassau Street
Sheffield, N. M.	Tribune Building
Sherin, C. E. S.	Temple Court
Somerville, Roy V.	Times Building
Spaulding, E. W.	1 Madison Avenue
Taylor, Thomas D.	Tribune Building
Urmy, Louis V.	Times Building
Van Doren, J. E.	Tribune Building
Vreeland, S. S.	48 West Broadway
Williams, S. C.	Tribune Building
Woodward, J. B.	Tribune Building

THE NEW YORK SPECIALS.

The extent to which the daily papers of the country, and some others, are at present represented in New York by men whose sole business it is to advance the interests of from one to a dozen such, is well exhibited by the following list prepared by Mr. Henry Bright :

ALABAMA.

Birmingham, News.....	J. E. Van Doren
Birmingham, State-Herald.....	S. C. Beckwith
Mobile, News.....	Steve W. Floyd
Mobile, Register.....	J. E. Van Doren
Montgomery, Advertiser.....	J. E. Van Doren

ARIZONA.

Phoenix, Republican,	Pacific States Adv. Bureau
Prescott, Journal-Miner,	Pacific States Adv. Bureau

ARKANSAS.

Fort Smith, News Record.....	Steve W. Floyd
Little Rock, Gazette.....	Thomas D. Taylor

CALIFORNIA.

Alameda, Telegram.....	E. Katz
Anaconda, Standard.....	E. Katz
Berkeley, Advocate.....	E. Katz
Colusa, Sun.....	E. Katz
Chico, Chronicle Record.....	Pacific States Adv. Bureau
Eureka, Standard.....	Pacific States Adv. Bureau
Freano, Republican.....	Pacific States Adv. Bureau
Freano, Expositor.....	E. Katz
Grass Valley, Telegraph.....	Pacific States Adv. Bureau
Grass Valley, Union.....	Pacific States Adv. Bureau
Los Angeles, Express.....	Pacific States Adv. Bureau
Los Angeles, Herald.....	Pacific States Adv. Bureau
Los Angeles, Times.....	E. Katz
Marysville, Appeal.....	Pacific States Adv. Bureau
Merced, Sun.....	Pacific States Adv. Bureau
Merced, Capital.....	E. Katz
Napa, Journal.....	E. Katz
Napa, Register.....	E. Katz
Oakland, Tribune.....	E. Katz
Oakland, Times.....	E. Katz
Ogden, Standard.....	E. Katz
Petaluma, Argus.....	E. Katz
Petaluma, Courier.....	E. Katz
Pasadena, News.....	E. Katz
Red Bluff, News.....	E. Katz
Red Bluff, Sentinel.....	E. Katz
Redlands, Citrograph.....	E. Katz
San Bernardino, Times Index.....	Pacific States Adv. Bureau
San Bernardino, Sun.....	E. Katz
Sacramento, Record Union.....	S. C. Beckwith
Sacramento, Bee.....	E. Katz
San Francisco, Bulletin.....	F. K. Misch
San Francisco, Chronicle.....	C. H. Hirsch
San Francisco, Call.....	D. M. Folts
San Francisco, Examiner.....	E. Katz
San Francisco, Post.....	Pacific States Adv. Bureau
San Francisco, Pacific Rural Press.....	J. C. Bush
San Francisco, San Francisco News Letter.....	F. E. Morrison
San Francisco, Overland Monthly.....	F. E. Morrison
San Francisco, Wave.....	E. Katz
San Francisco, Wasp.....	E. Katz
San Jose, Mercury.....	Pacific States Adv. Bureau
San Jose, News.....	Pacific States Adv. Bureau
Santa Cruz, Press.....	Pacific States Adv. Bureau
Santa Cruz, Surf.....	Pacific States Adv. Bureau
Santa Cruz, Record.....	E. Katz
Santa Rosa, Democrat.....	Pacific States Adv. Bureau
Santa Rosa, Republic.....	E. Katz
Santa Barbara, Independent.....	E. Katz
Santa Ana, Blade.....	E. Katz
Salt Lake, Herald.....	E. Katz
Stockton, Independent.....	Pacific States Adv. Bureau
Vallejo, Chronicle.....	E. Katz
Woodland, Mail.....	Pacific States Adv. Bureau

CANADA.

Hamilton, Spectator.....	Roy V. Somerville
Halifax, Chronicle & Echo.....	Roy V. Somerville
Halifax, Herald & Mail.....	Roy V. Somerville
Kingston, News.....	Roy V. Somerville
Kingston, Whig.....	Roy V. Somerville
London, Advertiser.....	Roy V. Somerville
London, Free Press.....	Roy V. Somerville
Montreal, Gazette.....	Roy V. Somerville
Montreal, La Presse.....	Roy V. Somerville
Montreal, Witness.....	Roy V. Somerville
Ottawa, Free Press.....	Roy V. Somerville
Ottawa, Journal.....	Roy V. Somerville
Quebec, Chronicle.....	Roy V. Somerville
St. John, Globe.....	Roy V. Somerville
St. John, Telegraph.....	Roy V. Somerville
Toronto, Globe.....	Roy V. Somerville
Toronto, Mail and Empire.....	Roy V. Somerville
Vancouver, News Advertiser.....	Roy V. Somerville
Victoria, Colonist.....	Roy V. Somerville
Winnipeg, Free Press.....	Roy V. Somerville

COLORADO.

Denver, Field and Farm.....	J. C. Bush
Denver Post.....	V. H. Kimmelmann
Denver, Rocky Mountain News.....	Henry Bright
Denver, Times.....	A. Frank Richardson
Denver, Republican.....	S. C. Beckwith
Leadville, Chronicle.....	S. C. Beckwith
Leadville, Herald-Democrat.....	S. C. Beckwith

CONNECTICUT.

Bridgeport, Standard.....	O. L. Moses
Hartford, Times.....	Perry Lukens, Jr.
Meriden, Journal.....	O. L. Moses

DISTRICT OF COLUMBIA.

Washington, American Farmer,.....	Byron Andrews
Washington, Home Magazine,.....	Byron Andrews
Washington, National Tribune,.....	Byron Andrews
Washington, Post.....	Geo. Batten
Washington, Star.....	L. R. Hamersley
Washington, Times.....	Frank S. Gray Co.

FLORIDA.

Jacksonville, Florida Citizen,.....	A. Frank Richardson
Jacksonville, Metropolis.....	Chas. W. Nichols
Jacksonville, Times-Union.....	N. M. Shefield

GEORGIA.

Americus, Banner.....	Chas. W. Nichols
Athens, Times-Recorder.....	Chas. W. Nichols
Atlanta, Christian Index.....	Chas. W. Nichols
Atlanta, Journal.....	S. C. Beckwith
Atlanta, Southern Cultivator.....	Chas. W. Nichols
Savannah, Morning News.....	C. S. Faulkner
Savannah, Press.....	Steve W. Floyd
Macon, Telegraph.....	Chas. W. Nichols

ILLINOIS.

Chicago, Baptist Union.....	F. L. Ford
Chicago, Chronicle.....	T. H. Elker
Chicago, Citizen.....	S. E. Leith
Chicago, Chicago Newspaper Union,.....	G. H. Eddy
Chicago, Drovers' Journal.....	S. E. Leith
Chicago, Daily News.....	J. Martin Miller
Chicago, Evening Post.....	L. A. Asnew
Chicago, Farmers' Review.....	J. C. Bush
Chicago, Farmers' Voice.....	F. L. Ford
Chicago, Inter-Ocean.....	L. H. Crall
Chicago, Journal.....	C. J. Billson
Chicago, Kellogg's Lists.....	W. W. Hallcock
Chicago, Prairie Farmer.....	Ralph R. McKee
Chicago, Record.....	J. H. Woodward
Chicago, Sun.....	S. E. Leith
Chicago, To Date.....	C. E. Ellis
Chicago, Tribune.....	Joseph Cashman
Chicago, Times-Herald.....	Geo. E. Randall
Chicago, Western Newspaper Union,.....	W. H. Remington
Peoria, Transcript.....	Philip Ritter
Peoria, Herald.....	H. D. La Coste
Moline, Western Plowman.....	J. C. Bush
Quincy, Farmers' Call.....	J. C. Bush

INDIANA.

Anderson, Democrat.....	Frank S. Gray Co.
Columbus, Republican.....	Frank S. Gray Co.
Crawfordsville, Argus-News,.....	Frank S. Gray Co.
Evansville, Courier.....	Frank S. Gray Co.
Evansville, Journal.....	Louis V. Urmy
Evansville, News.....	Louis V. Urmy
Evansville, Tribune.....	Frank S. Gray Co.
Fort Wayne, Evening Post,.....	Frank S. Gray Co.
Indianapolis, American Tribune,.....	S. E. Leith
Indianapolis, Republican,.....	Frank S. Gray Co.
Indianapolis, Indiana Baptist,.....	F. E. Morrison
Indianapolis, Indiana Farmer,.....	J. C. Bush
Indianapolis, News,.....	Perry Lukens, Jr.
Indianapolis, Journal,.....	L. H. Crall
Indianapolis, Sentinel,.....	Frank S. Gray Co.
Jeffersonville, News,.....	Frank S. Gray Co.
Lafayette, Call,.....	Frank S. Gray Co.
Logansport, Journal,.....	Frank S. Gray Co.
Madison, Democrat,.....	Frank S. Gray Co.
Michigan City, News,.....	Frank S. Gray Co.
Muncie, News,.....	Frank S. Gray Co.
New Albany, Ledger,.....	Frank S. Gray Co.
Richmond, Palladium,.....	Frank S. Gray Co.
Shelbyville, Democrat,.....	Frank S. Gray Co.
South Bend, Tribune,.....	Frank S. Gray Co.
Terre Haute, Express,.....	Frank S. Gray Co.
Vincennes, Commercial,.....	Frank S. Gray Co.

IOWA.

Burlington, Journal,.....	Louis V. Urmy
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PRINTERS INK.

Carroll, Sentinel.....	Louis V. Urmy
Davenport, Times.....	Louis V. Urmy
Des Moines, Iowa Homestead,.....	J. C. Bush
Des Moines, Western Farm Journal,.....	J. C. Bush
Des Moines, Leader,.....	W. Ward Damon
Sioux City, Journal,.....	Louis V. Urmy
Sioux City, Times,.....	Louis V. Urmy
Sioux City, Tribune,.....	S. C. Williams

KANSAS.

Topeka, Capital,.....	S. C. Beckwith
Topeka, Kansas Farmer,.....	J. C. Bush
Atchison, Champion,.....	O. L. Moses
Wichita, Eagle,.....	S. C. Beckwith

KENTUCKY.

Covington, Kentucky Post,.....	E. T. Perry
Lexington, Herald,.....	Steve W. Floyd
Louisville, Courier-Journal,.....	A. Frank Richardson
Louisville, Farmers' Home Journal,.....	J. C. Bush
Louisville, Home & Farm,.....	Theo. E. Kohlihass
Louisville, Times,.....	A. Frank Richardson
Louisville, Baptist Standard,.....	F. L. Ford
Louisville, Post,.....	Theo. E. Kohlihass
Louisville, Sunday Truth,.....	H. D. La Coste
Paducah, Standard,.....	Chas. W. Nichols

LOUISIANA.

New Orleans, Christian Advocate,.....	J. C. Bush
New Orleans, Item,.....	Steve W. Floyd
New Orleans, South Western Presbyterian,.....	J. C. Bush
New Orleans, Times-Democrat,.....	R. A. Craig
New Orleans, States,.....	S. C. Beckwith

MAINE.

Augusta, Comfort,.....	L. A. Leonard
Augusta, Vickery & Hill List,.....	C. E. Ellis
Bangor, Commercial,.....	Perry Lukens, Jr.
Portland, Argus,.....	O. L. Moses
Portland, Press,.....	Byron Andrews
Portland, Sunday Times,.....	Byron Andrews

MARYLAND.

Baltimore, American,.....	D. P. Bevans
Baltimore, Daily News,.....	Henry Bright
Baltimore, Morning Herald,.....	S. C. Beckwith

MASSACHUSETTS.

Boston, Atlantic Monthly,.....	F. E. Morrison
Boston, Black Cat,.....	J. J. De Long
Boston, Herald,.....	C. J. Billson
Boston, Harvard Graduates' Magazine,.....	F. E. Morrison
Boston, Traveler,.....	S. C. Beckwith
Boston, New England Magazine,.....	F. E. Morrison
Boston, American Kitchen Magazine,.....	Louie V. Urmy
Brockton, Times,.....	Byron Andrews
Fall River, Herald,.....	O. L. Moses
Springfield, Amateur Gardening,.....	H. P. Hubbard
Springfield, Good Housekeeping,.....	H. P. Hubbard

MICHIGAN.

Detroit, Evening News,.....	C. J. Billson
Detroit, Free Press,.....	R. A. Craig
Detroit, Michigan Farmer,.....	J. C. Bush
Detroit, Sun,.....	C. E. Ellis
Detroit, Tribune,.....	C. J. Billson
Grand Rapids, Democrat,.....	H. D. La Coste
Grand Rapids, Press,.....	C. J. Billson
Jackson, Patriot,.....	H. D. La Coste
Jackson, Evening Press,.....	H. D. La Coste
Saginaw, Courier-Herald,.....	H. D. La Coste

MINNESOTA.

Duluth, Herald,.....	H. D. La Coste
Minneapolis, Tribune,.....	Perry Lukens, Jr.
Minneapolis, Housekeeper,.....	C. E. Ellis
Minneapolis, Journal,.....	R. A. Craig
Minneapolis, Penny Press,.....	C. E. Sherin
Minneapolis, North and West,.....	F. E. Morrison
Minneapolis, Times,.....	R. A. Craig
Minneapolis, Tribune,.....	J. E. Van Doren Special Agency
St. Paul, Dispatch,.....	J. E. Van Doren Special Agency
St. Paul, Globe,.....	C. E. Ellis
St. Paul, Northwestern Farmer,.....	J. C. Bush
St. Paul, Northwestern Newspaper Union,.....	W. H. Remington
St. Paul, Pioneer-Press,.....	A. Frank Richardson

MISSOURI.

Kansas City, Journal.....	W. W. Damon	Salem, Capital Journal.....	J. C. Bush
Kansas City, Live Stock Indicator.....	J. C. Bush	Pacific States Adv. Bureau	
Kansas City, Mail.....	T. D. Taylor	Salem, Statesman.....	Pacific States Adv. Bureau
Kansas City, Star.....	Frank Hart	OHIO.	
Kansas City, Times.....	S. C. Beckwith	Cincinnati, Commercial Gazette.....	J. E. Van Doren Special Agency
Kansas City, World.....	A. Frank Richardson	Cincinnati, American Grange Bulletin.....	
Springfield, Republican.....	Thomas D. Taylor	Cincinnati, Enquirer.....	L. H. Crall
St. Louis, Chronicle.....	E. T. Perry	Cincinnati, Post.....	E. T. Perry
St. Louis, Collier's Rural World.....	J. C. Bush	Cincinnati, Tribune.....	S. C. Beckwith
St. Louis, Globe Democrat.....	F. St. J. Richards	Cincinnati, Times-Star.....	L. H. Crall
St. Louis, Inland.....	E. Morrison	Cleveland, Catholic Universe.....	J. C. Bush
St. Louis, Post-Dispatch.....	S. C. Beckwith	Cleveland, Ohio Farmer.....	J. C. Bush
St. Louis, Republic.....	Wallace G. Brooks	Cleveland, Press.....	E. T. Perry
St. Louis, Sporting Times.....	I. T. Brophy	Cleveland, Leader.....	L. H. Crall
St. Louis, Star.....	T. B. Eiler	Cleveland, World.....	S. C. Beckwith
St. Louis, Word and Works.....	F. E. Morrison	Cleveland, Plain Dealer.....	C. J. Billson
St. Joseph, News.....	C. E. Sherin	Columbus, Journal.....	N. M. Sheffield

MONTANA.

Butte, Miner.....	Pacific States Adv. Bureau
Helena, Independent.....	H. D. La Coste
Helena, Montana Stockman and Farmer, Ralph R. McKee	Ralph R. McKee

NEBRASKA.

Lincoln, Nebraska Farmer.....	J. C. Bush
Lincoln, State Journal.....	J. E. Van Doren Special Agency

Omaha, Bee.....	A. Frank Richardson
Omaha, World-Herald.....	R. A. Craig

NEVADA.

Reno, Gazette.....	Pacific States Adv. Bureau
Virginia City, Chronicle.....	Pacific States Adv. Bureau

NEW MEXICO.

Las Vegas, Stock Grower and Farmer.....	J. C. Bush
Albuquerque, Democrat.....	Pacific States Adv. Bureau
Albuquerque, Citizen.....	Pacific States Adv. Bureau

NEW YORK.

Albany, Argus.....	Henry Bright
Albany, Journal.....	S. S. Vreeland
Albany, Express.....	S. S. Vreeland
Albany, Sunday Telegram.....	S. E. Leith
Binghamton, Leader.....	S. C. Beckwith
Binghamton, Republican.....	R. A. Craig
Buffalo, Courier.....	R. A. Craig
Buffalo, Commercial.....	C. E. Sherin
Buffalo, Inquirer.....	W. E. Scott
Buffalo, News.....	T. B. Eiler
Buffalo, Times.....	Henry Bright
Buffalo, Express.....	N. M. Sheffield
Elmira, Telegram.....	A. Frank Richardson
Elmira, News.....	O. L. Moses
Elmira, Star.....	S. E. Leith
Kingston, Freeman.....	Henry Bright
New York City, Jenness Miller Monthly.....	C. E. Ellis

New York City, Sabbath Reading.....	H. P. Hubbard
New York City, St. Andrew's Cross.....	F. E. Morrison
New York City, Toilettes.....	F. E. Morrison
New York City, Weekly Witness.....	H. P. Hubbard

Rochester, Democrat and Chronicle.....	A. Frank Richardson
Rochester, Herald.....	N. M. Sheffield
Rochester, Post Express.....	Henry Bright
Rochester, Union and Advertiser.....	C. E. Sherin
Rochester, Vick's Magazine.....	H. P. Hubbard
Syracuse, Courier.....	C. E. Ellis
Syracuse, Journal.....	Henry Bright
Syracuse, Post.....	A. Frank Richardson
Syracuse, Herald.....	N. M. Sheffield
Syracuse, Standard.....	W. W. Damon
Troy, Press.....	Henry Bright
Troy, Times.....	W. H. Lawrence
Utica, Globe.....	A. Frank Richardson
Watertown, Times.....	Henry Bright

NEW HAMPSHIRE.

Concord, Granite Monthly.....	F. E. Morrison
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NEW JERSEY.

Camden, Review.....	O. L. Moses
Newark, Advertiser.....	C. E. Sherin

OREGON.

Albany, Herald.....	Pacific States Adv. Bureau
Portland, Oregonian.....	S. C. Beckwith
Portland, Telegram.....	S. C. Beckwith

PRINTERS' INK.

Salem, Capital Journal.....	J. C. Bush
Salem, Statesman.....	Pacific States Adv. Bureau
OHIO.	
Cincinnati, Commercial Gazette.....	J. E. Van Doren Special Agency
Cincinnati, American Grange Bulletin.....	

Cincinnati, Enquirer.....	L. H. Crall
Cincinnati, Post.....	E. T. Perry
Cincinnati, Tribune.....	S. C. Beckwith
Cincinnati, Times-Star.....	L. H. Crall
Cleveland, Catholic Universe.....	J. C. Bush
Cleveland, Ohio Farmer.....	J. C. Bush
Cleveland, Press.....	E. T. Perry
Cleveland, Leader.....	L. H. Crall
Cleveland, World.....	S. C. Beckwith
Cleveland, Plain Dealer.....	C. J. Billson
Columbus, Journal.....	N. M. Sheffield
Columbus, Dispatch.....	L. A. Leonard
Dayton, Farmer's Home.....	Ralph R. McKee
Dayton, Journal.....	Ralph R. McKee
Dayton, News and Times.....	H. D. La Coste
Dayton, Press.....	Louis V. Urmy
Piqua, Call.....	H. D. La Coste
Springfield, Sun.....	Louis V. Urmy
Springfield, Farm News.....	Philip Ritter
Toledo, Commercial.....	W. E. Scott
Toledo, Express.....	W. E. Scott
Toledo, Blade.....	L. A. Leonard
Youngstown, Vindicator.....	H. D. La Coste

OKLAHOMA.

Guthrie, Home, Field and Farm.....	J. C. Bush
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PENNSYLVANIA.

Bradford, Era.....	W. E. Scott
Eric, Times.....	O. L. Moses
Harrisburg, Call.....	Louis V. Urmy
Harrisburg, Patriot.....	H. D. La Coste
Harrisburg, Telegram.....	C. E. Ellis
Libonia, Park's Flores Magazine.....	C. E. Ellis
Oil City, Derrick.....	W. E. Scott
Pittsburgh, Chronicle-Telegraph.....	C. J. Billson
Pittsburgh, Commercial Gazette.....	J. E. Van Doren, Special Agency
Pittsburgh, Dispatch.....	A. Frank Richardson
Pittsburgh, Leader.....	Henry Bright
Pittsburgh, Times.....	Perry Lukens, Jr.
Pittsburgh, Post.....	T. B. Eiler
Pittsburgh, Press.....	S. C. Beckwith
Philadelphia, Item.....	S. C. Beckwith
Philadelphia, Ladies' Home Journal.....	K. W. Spaulding
Philadelphia, Household News.....	Ralph R. McKee
Philadelphia, Inquirer.....	C. J. Billson
Philadelphia, Record.....	L. R. Hamersley
Philadelphia, Telegraph.....	L. R. Hamersley
Pottsville, Chronicle.....	Henry Bright
Reading, Eagle.....	S. C. Williams
Seranton, Tribune.....	Frank S. Gray Co
Scranton, Times.....	O. L. Moses
Williamsport, Grit.....	A. Frank Richardson

RHODE ISLAND.

Providence, Journal.....	R. A. Craig
Providence, Bulletin.....	R. A. Craig
Providence, Telegram.....	W. W. Damon

SOUTH CAROLINA.

Charleston, News and Courier.....	B. C. Faulkner
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COLUMBUS, REGISTER.

Columbus, Register.....	O. L. Moses
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SOUTH DAKOTA.

Aberdeen, Dakota Farmer.....	J. C. Bush
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TENNESSEE.

Chattanooga, News.....	Steve W. Floyd
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Chattanooga, Times.....	J. E. Van Doren, Special Agency
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Knoxville, Sentinel.....	Steve W. Floyd
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Memphis, Commercial Appeal.....	
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Memphis, Scimitar.....	A. Frank Richardson
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Nashville, Banner.....	R. A. Craig
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Nashville, American.....	S. C. Beckwith
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J. E. Van Doren Special Agency	
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Nashville, Baptist & Reflector.....	J. C. Bush
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Jackson, Whig.....	H. D. La Coste
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TEXAS.

Austin, Statesman.....	S. C. Beckwith
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Dallas, Baptist Herald.....	J. C. Bush
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Dallas, Texas Farm and Ranch.....	J. C. Bush
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Dallas, News.....	J. D. Lorentz
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Dallas, Times Herald.....	S. C. Beckwith
Fort Worth, Gazette.....	S. C. Beckwith
Fort Worth, Texas Stock & Farm Journal.....	Ralph R. McKee
Galveston, News.....	S. C. Beckwith
Galveston, Tribune.....	S. C. Beckwith
Houston, Herald.....	Louis V. Urmy
Houston, Age.....	Steve W. Floyd
Houston, Post.....	S. C. Beckwith
San Antonio, Express.....	S. C. Beckwith
Waco, Baptist Standard.....	F. L. Ford
Waco, Telephone.....	S. C. Beckwith

UTAH.

Ogden, Standard.....	E. Katz
Salt Lake City, Tribune.....	S. C. Beckwith

VIRGINIA.

Norfolk, Ledger.....	Steve W. Floyd
Norfolk, Landmark.....	Steve W. Floyd
Norfolk, Virginian.....	Ralph R. McKee
Richmond, Southern Churchman.....	Ralph R. McKee
Richmond, Dispatch.....	J. E. Van Doren Special Agency
Richmond, Times.....	N. M. Shefield
Richmond, State.....	H. D. La Coste
Lynchburg, News.....	H. D. La Coste

VERMONT.

Burlington, Free Press.....	H. D. La Coste
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WASHINGTON.

Port Townsend, Leader.....	Pacific States Adv. Bureau
Seattle, Post-Intelligencer.....	A. Frank Richardson
Seattle, Call.....	E. Katz
Seattle, News.....	E. Katz
Spokane, Spokesman-Review.....	S. C. Beckwith
Tacoma, Ledger.....	S. C. Beckwith
Tacoma, News.....	Pacific States Adv. Bureau
Walla Walla, Statesman.....	Pacific States Adv. Bureau
Walla Walla, Union Journal.....	Pacific States Adv. Bureau
Walla Walla, Union Journal.....	Pacific States Adv. Bureau

WEST VIRGINIA.

Wheeling, News.....	C. E. Ellis
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WISCONSIN.

Fort Atkinson, Hoard's Dairyman.....	J. C. Bush
Milwaukee, Evening Wisconsin.....	C. H. Eddy
Milwaukee, Journal.....	A. Frank Richardson
Milwaukee, News.....	Frank S. Gray Co.
Milwaukee, Sentinel.....	S. C. Williams
Milwaukee, Yenowine's Illus. News.....	S. E. Leith
Oshkosh, Northwestern.....	H. D. La Coste
Racine, Times.....	H. D. La Coste
Racine, Wisconsin Agriculturist.....	J. C. Bush
Superior, Leader.....	O. L. Moses
West Superior, Telegram.....	H. D. La Coste

WYOMING.

Laramie, Boomerang.....	Pacific States Adv. Bureau
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HE KNEW HOW.

Boggs—I see that you are advertising for a lost parrot. Never knew that you had one to lose.

Noggs—Neither I have, but I want one, and expect to be able to take my pick from among the ones that the advertisement brings in.

♦♦♦

WANTED—By a young lady, of pleasing countenance, presentable figure, agreeable manners, general information, and varied accomplishments, who has studied everything from the creation to crochet, a situation in the family of a gentleman of culture and social standing; she will take the head of his table, manage his household, scold his servants, check his tradesmen's bills, accompany him to the theater, cut his magazine leaves, and make life generally joyous; 20 per cent of his income will be accepted as salary, and a plain gold ring for the third finger of her left hand is desired as badge of service. Address **ANABEL LEE**, Box 400, Herald.—*New York Herald*.

THE WOOL SOAP BABIES.

Mr. Edward W. Raworth, of Raworth, Schodde & Co., manufacturers of Wool Soap, thus describes, in a recent interview, the origin of the Wool Soap Babies:

It occurred to me that a photograph showing some little children, one with a long shirt and one with a shrunken one, would show at a glance just what we wanted to convey as the feature of Wool Soap. I went to a lady, who is an enthusiastic amateur photographer, and suggested that she borrow two babies from some institution for the purpose of posing them for a picture. Instead of doing so, she used the children of a friend, and, as they were visiting at her house at the time, she had plenty of opportunity for posing and photographing them to get the desired effect. She took a very large number of negatives in many different poses before she was satisfied. This half-tone cut, which we use whenever it is possible to use half-tones, is an exact reproduction of the photograph of the babies. These children are twins, and, contrary to the general belief, both are girls. Except for a slight touching up, incidental to the reproduction, the face of the smiling one whose mamma used the right soap, is a correct portrait. It did not take long to discover that we had made a hit with this picture as an ad, so that we have used nothing else since. Our trade-mark is the design of a monogram and a sheep on each side of it with the words *Ewes It*, and this appears on our wrappers. But people have identified the soap so thoroughly with the two children, that we have been obliged to print the popular picture on the reverse side of the wrapper with the directions for using. People don't seem to be willing to accept the soap as genuine without the babies. So much for the value of an original and exclusive idea or design in advertising.

IN THE "L" TRAIN.

Sometimes a man throws his morning paper down on the seat and leaves the car.

Each man that has no paper wants it, and each man would grab it if alone and unobserved. The man who appears to be looking out of a window in the opposite direction is the man who sees that paper more distinctly than any one else. And he being the man who seems least interested in it, is really the man who wants it most.

As soon as that paper is thrown down it becomes an object of interest. The man who never buys or reads a paper wants it, and wants it badly. The man sitting next to it looks straight ahead, and doesn't seem to know anything about it. But he is just quivering with excitement. He is wrought to the highest pitch, and is prepared to grab for that paper just as soon as the man on the other side of it makes a similar attempt.

Just at this period a man sitting opposite the paper gives it a sharp, excited look, as though he has seen his name printed wrong. Then he gives another sharper look, and his eyes snap with excitement, and he reaches over and picks the paper up to see if he is right.

You can tell by the way he handles it that he never paid for it, and he gradually gets it up in front of his face and turns it at intervals, and is as much at home with it as though it is his own. And the other men look at him sourly, and silently condemn him as being largely porcine in his nature.—*Pearson's Weekly*.

THE WAITER'S INDORSEMENT.

NEW YORK, March 24, 1896.

Editor of PRINTERS' INK:
Don't you think this waiter's indorsement

YES, SAH, MOSTLY
LONDONDERRY'S LITHIA WATER,
SAH!

I've been Waiter in de best Clubs and Restaurants, Sah, and always found gentlemen called for Londonderry Lithia. You see, Sah, it not only am the best, de most pleasant tasting water of de lot, but de Lithia helps de system. Some places try to make customers take other waters because dey am cheaper, Sah; might as well drink Schuykill as dose. Obliged, Sah, thank you, Sah, knowned you'd only be pleased with de best.

ALL DEALERS,
or SHINN & CO., Agents, 231 Dock Street.
½ Gallons still water
or Quarts and Pints sparkling.

is a very readable and interesting ad?
A. D. JONNES.

THE ADVERTISING AGENCY.

The agency is an absolute necessity, in some cases, to the large general advertisers, and even more so to the small and the occasional general advertisers. Merchants, manufacturers and dealers who hope to do a general trade with people widely distributed cannot place their advertising direct. The mere clerical labor attending that is too great, and the expense would be so heavy as to preclude it. The cost of the advertising would also be very much greater. It is one of the anomalies of the condition of things that publishers exact higher rates of advertisers who attempt to deal directly with them than they are willing to accept from the agencies.
—*Newspaperdom.*

FORCE OF HABIT.

She was a smart and pretty girl. She wrote the advertising for a large dry goods concern in town. Her mind used to run so much upon her business that one day, when she wrote to her lover to meet her that night at home, she unconsciously added as a postscript: "Come early and avoid the rush!"

I WANTED trade and had it not.
I advertised, and trade I got.

MUNSON PHONOGRAPHIC NEWS AND TEACHER. 301

NEW 'EAR'S RESOLUTIONS.



THE TRANSLATION.

The office boy resolves—to kill the boss and marry the typewriter. The typewriter resolves—to marry the boss and immediately discharge the office boy. The boss resolves—to "fire" 'em both.

The *Munson Phonographic News and Teacher*, issued by Walworth & Co., 108-110 East 25th street, New York City, completed its tenth volume with the March number. It is a handsome monthly publication, containing thirty-two pages. Sixteen of these pages are wholly in engraved shorthand—a large number than appears in any other periodical. The *News and Teacher* circulates among those interested in shorthand and typewriting—stenographers, teachers and students—and is a valuable medium for advertisers of typewriters' supplies, books, etc.

A SUCCESSFUL SOLICITATION.

The Parson—I beg pardon; you are a commercial traveler, and as we are publishing a little temperance paper here, the *Temperance Clarion*, I thought perhaps your house might give us an advertisement.

The Traveler—Why, certainly; put us down for a page. I'll send you the copy by mail.

"Thank you. What generous firm do you travel for?"

"Oh, I travel for a St. Louis whisky house."—*American Commercial Traveler*, Chicago.

SHOW WINDOWS.

What the advertisement in the journal is to a more extended circle who receive it, the show window is to the people in the immediate vicinity. A poorly-arranged window will not cost any less for rent than a well-arranged one, while it does not help to pay the rent as the latter will.—*Shoe and Leather Facts.*

AN AGE OF MERCHANTIZING.

We are living in an age of merchantizing. The successful merchant gets just as much discipline as the lawyer and doctor. His gray matter is of just as high order as his brothers' in other professions.—*Dry Goods Bulletin*.



Medicine for the Million.

A POPULAR PROPRIETARY MEDICINE SOLD AT RETAIL FOR FIVE CENTS A PACKAGE—THE FIRST EXPERIMENTAL STEP IN A DIRECTION THAT MAY LEAD TO A REVOLUTION IN THE TRADE.

A New York company of manufacturing chemists, the Ripans Chemical Company, placed upon the market about five years ago a medicinal tablet or "tabule" composed of compressed powdered preparations of certain medicinal drugs which had been ascertained to be of more general use among medical men than any other, for the cure or alleviation of such ills common to man as have their origin in an impaired digestion or weakened capacity for assimilating food, absorbing nourishment and eliminating waste. The catalogue of ills included under this head is said to include pretty nearly every disease for which the physician is called upon to prescribe. In preparing their standard remedy for the acceptance of the American people the company laid down the principle that everything entering into the packet should be of the highest grade, and so prepared and protected as to retain its qualities intact and unimpaired through any extended lapse of time in any climate. Only the choicest drugs should be used, their preparation should be in accordance with the latest perfected methods of modern science, the tabules packed in glass, protected by absorbent cotton, and securely corked. Even the corks used have been of a grade so high in its requirements that no manufacturer of these every-day stoppers could supply more than a small proportion from his output that would meet the exacting specifications. The glass vials were in turn packed in boxes of a quality not surpassed in beauty and perfection of workmanship by those used by the most fastidious dealers in jewels and ornaments of gold. Having set their high standard, and never consenting to vary from it, the proprietors resorted to the accepted modern methods of making their commodity known, and seven hundred thousand dollars invested within five years in newspaper advertising has informed every American citizen concerning the superior and surprising qualities of Ripans Tabules.

Being thoughtful and painstaking observers of the changed conditions that sweep over the commercial world, and careful to note every circumstance having a bearing upon the successful prosecution of their trade, the managers of the company have noted that there is a present insistent demand for a lower price for every article that reaches or approaches an universal use, and that the people, although requiring the best of everything, resent being called upon to pay heavy percentages for superfluous wrapping and packing or unnecessary protection against deterioration that might result in years, but is needless in the case of a purchase intended to be consumed in a week. It has also been discovered, and proved by the test of time and actual experience, that these Tabules do not have the tendency to loss of qualities or diminution of excellence from exposure that might at first have been expected, inasmuch as, under favorable conditions, those that have lain loose in a drawer, a traveling bag or pocket for several weeks or months are found to be practically as fresh and as efficacious as ever.

Acting upon these suggestions, and noting particularly the unimpaired prosperity of great newspapers now sold for a cent instead of the old rate of five times that amount, and the general tendency in all directions toward low rates and increased sales, the company have entered upon the experiment of putting up Ripans Tabules in pasteboard cartons, which they will offer to the trade upon terms which will permit of a package being sold by the druggist or storekeeper at a price lower than ever before adopted for a proprietary medicine—FIVE CENTS—ten tabules, or doses, for one-half a cent each.

The company will not discontinue the manufacture and sale in the form with which the people have learned to know and value the Ripans Tabules, but will offer the cheaper sort—experimentally—for the benefit of such as may desire them. It should be plainly understood that the quality of the medicine is identical in both sorts, the only difference being in the form and comparative cost of packing or putting up. The five-cent packages are not yet to be had of all dealers, although it is probable that almost any druggist will obtain a supply when requested by a customer to do so; but in any case a single carton, containing ten tabules, will be sent, postage paid, to any address for five cents in stamps, forwarded to the Ripans Chemical Co., No. 10 Spruce St., New York. Until the goods are thoroughly introduced to the trade, agents and peddlers will be supplied at a price which will allow them a fair margin of profit, viz.: 1 dozen cartons for 40 cents. 12 dozen (144 cartons) for \$4.32. 5 gross (720 cartons) for \$20.52. 25 gross (3,600 cartons) for \$100. Cash with the order in every case.

After the ad is answered—what then? Do you get the full benefit of your advertising? Do you follow it up closely? Do you hear from a man once and let him drop? Do your old customers come back regularly, or are they slipping away from you?

May be your magazine, trade paper or newspaper space is used judiciously, but still does not pay because it is not properly supplemented. I can make your advertising more profitable by showing you how to follow it up in the right way. I can give you a system of printed matter, letters, booklets, etc., that will pay. I am not guessing about it. I say what I know. I have done it. I am doing it for others. I can arrange a system of work that can be attended to by an office boy. This is perhaps the most important service I can perform. It is work that requires exact knowledge, unusual skill and concentrated application. Properly done it is immensely profitable. Improperly done it is worthless. I haven't time to do this work for everybody. I wish to hear from men whose advertising is important.

CHARLES AUSTIN BATES. Plans, advice, writing and illustrating for advertisers, Vanderbilt Bldg., N. Y.



ONE TRICK THAT FAILED.

To the private office of a prominent jeweler recently entered a middle-aged woman, richly caparisoned in flounce and furbelow. She held in one hand a diamond earring. With entire coolness of demeanor, she said: "I lost the mate to this. Will you be kind enough to tell me what it will cost to obtain another exactly like it?"

The jeweler eyed her keenly and then said: "Madam, where did you lose your earring?"

The effect of this simple question upon the woman was surprising. She was evidently unprepared for the query, and there was certainly something in it that disturbed her. "It makes no difference where I lost it," she answered in a sharp tone. "What will it cost me to obtain another exactly like this?"

"Did you advertise for the one you lost, madam?" persisted the jeweler, blandly.

"What has that got to do with the matter?" she replied in an angry tone.

"Well, madam," was the smiling reply, "if you advertise for the earring which you lost you might recover it, and then you would not be placed under the necessity of ascertaining what it would cost to replace it. Advertise first, madam, and if you do not recover the jewel, come in again and I will answer your questions." Saying this the diamond dealer politely bowed the woman to the door.

"Why will women lie in such small affairs," said the jeweler wearily, "and why will nearly every purchaser of a diamond look upon the merchant with whom he or she deals as a rascal? That woman hasn't lost an earring. She has purchased a pair, perhaps on trial, and she will go to nearly every jeweler in town with that pretty lie and endeavor to get a price upon that stone. It is one of the finest of diamonds, and evidently came from one of our leading dealers, whom she insists in believing is engaged in a scheme to rob her. The chances are that she will eventually get in the hands of some unscrupulous merchant, whom she can find even in big stores. He will tell her that the stone is 'off-colored' and contains a flaw. He will show her a poor diamond of the same size as the other, and fix upon it a price which he knows is less than the fine brilliant could be sold for. The result will be that madam will send her fine brilliants back in rage and take the inferior stone for twice what it's worth. This evil has grown to such an extent that it is sometimes impossible to detect the fraudulent character of the stories brought us. They are all very ingenious. As a result big houses, except in rare cases, refuse to place prices upon jewels brought to them."—*Philadelphia Times*.

WORTH A GUINEA A BOX.

Mr. S—, a chemist of Liverpool, received a bill for the amount of twenty-eight shillings from Mr. Thomas Beecham, St. Helens. Mr. S—, being at the time in pecuniary difficulties, pondered for a considerable time how to meet the demand. At last a bright idea flashed across his mind, and he said joyfully:

"Yes, I will send Beecham a box of his own pills—he says himself they are worth a guinea a box—and seven shillings in cash."

This he did. In the course of a few days great was the surprise of Mr. S— to find that Beecham had forwarded the receipt, attached to which were the words, "Cash only in future. Thomas Beecham."—*Pearson's Weekly*.

BUSINESS FROM CLIPPINGS.

Not long ago a little item about a new school house appeared in the correspondence of a Michigan newspaper; the paper went to Boston, where a clerk with a pair of scissors, dutifully scanning its columns, cut out the innocent two-liner, pasted it on a slip, filled in some blanks, and forwarded the slips to a large furniture firm in Chicago. The furniture firm sent the slip to their traveling man in Michigan, and that man went to Benton Harbor, inquired the way to Oronoko, and engaged a livery rig to drive him to the new school house, in hopes of selling the school board the furniture for their house. A little round-about, but quite unique; and this is only another illustration of how business men in this age "get there." Another firm who deal in another class of goods may pay the bureau for information regarding possible openings in their line, and so it goes. The man who does business nowadays must go after it, in some manner, through the newspapers.—*Clipping Collector*.

THIS YEAR'S GRAND CIRCUS POSTERS.

"The circus printing for the coming circus season," remarked a clerk of the Congressional Library, "will be specially fine. The corporation which owns the two big shows has spent a great deal of money in getting out its show bills for fences and windows. It copyrights all the printing, and as it comes in day after day now for copyright we have a chance to see it in advance of its posting. Most of the printing for the entire season has already been done, and is being prepared for shipping to the sections where it is to be posted. There has been such an advance made in show printing that the most elaborate displays do not cost over one-half what the same character of work did a few years ago. The competition in this work is enormous. Buffalo still has the most of it, notwithstanding all the efforts of other cities to capture it."—*Washington Star*.

IT PAYS TO BE HONEST.

A short time ago the *Rome, N. Y., Sentinel* published an article offering to pay the sum of \$500 to anybody who could show that the statements of its circulation, as sent out from the office, are exaggerated. The Dr. Miles Medical Company, of Elkhart, Indiana, were so impressed by the article that they had 10,000 copies of it printed, and are sending them to the newspapers in the United States as inclosures in their letters. These printed copies are headed: "Go Thou and Do Likewise," and at the bottom are the words: "It Pays to be Honest." The Miles Medical Company is a large advertiser in the country. It does its advertising scientifically and makes every dollar count. Its appreciation of the value of accuracy in circulation statements is the result of a wide experience.

NAPOLEON.

In Paris, the manager of a clipping bureau, whose agency reads all the papers of the world, recently made a calculation as to who is oftenest mentioned as a public character, Napoleon I stands first, although this is probably in consequence of the passing fashion of things Napoleon that set in some time ago. Then comes the Emperor of Germany, then Prince Bismarck, and in the fourth place Mr. Gladstone.—*Clipping Collector*.

BUT HE CAN'T ADVERTISE.

A physician sits in his office chair,
And there broods on his face a look of care,
While he groans and wails and tears at his
hair.

"Alas ! and alas ! and a lack ! " he cries ;
"Surely fame and fortune would both arise
If old Ethics would let me advertise."
At last a bright thought comes into his brain ;
Says he : " I must try that old racket, 'tis
plain ;
It worked O. K. once, and I'll work it again."
He wrote half a page on " The Evils of
Pork "

And the case of a man who swallowed a cork
And a spoon and a knife, but got stuck on a
fork.

Told how he cured an imprudent fellow
Who swallowed entire a gingham umbrella,
And brought it intact from the patient's
patella.

The newspapers all extended their thanks ;
He opened accounts at the various banks ;
He'd baited with Ethics and caught all the
cranks. — *Chemist and Druggist.*

Classified Advertisements.

*Advertisements under this head, two lines or more
without display, 25 cents a line. Must be
handed in one week in advance.*

WANTS.

I WANT mail order goods. No fakes. Send lists.
F. W. DECKER, Newburgh, N. Y.

HALF-TONES, 1 col., \$1; 2 col., \$2. BUCHER
ENGRAVING CO., Columbus, O.

H. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LACOSTE, 38 Park Row, New York.

WANTED—Correspondence from parties wishing to advertise. JOURNAL, Flushing, N. Y.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

WANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 189 Monroe St., Chicago.

WANTED—A young, capable newspaper man, with superior references, is at liberty. Address " A. E. " Printers' Ink.

SITUATION wanted by a first-class Linotype machinist; eight years' experience. Address "TYPELINE," care Printers' Ink.

WANTED—Circulars and novelties for my mail-order business. Send samples, prices, etc. F. B. TEEL, Hurleyville, N. Y.

FREE—Specimen copies, sworn statement and other particulars about the Washington (N. J.) STAR; sworn average circulation, 2,734.

HALF-TONES, 1 col., \$1; 2 cols., \$2; in large orders at 12 cents per sq. inch. Send for proofs to BUCHER ENGRAVING CO., Columbus, Ohio.

A Eastern representative for an illustrated historical magazine with a guaranteed circulation. Address GEO. L. TOWNES, Bus. Mgr., Fargo, N. D.

WE will reproduce any cut printed black on white paper, 1 column for 50c., larger cuts at 6c. per square inch. BUCHER ENGRAVING CO., Columbus, O.

WILL trade drug store worth \$2,500 for half interest in newspaper north of Ohio River; wish to manage the editorial and business departments. Lock Box 75, Ashland, Ky.

CAN you handle business end of a daily with big job plant in city of 25,000? Established 25 years. Making money. Excellent prospects. If you have \$5,000 to invest, address " F. H. " 1544 Unity Bldg., Chicago.

THE VINDICATOR, Youngstown, Ohio, 8,400 d., 6,000 w. Wants first-class advertisements only.

SOUTHERN man with Northern newspaper training, and from \$4,000 to \$10,000 in capital can find first-class opportunity to secure paying interest in an established daily of 100,000 inhabitants. Address " LEADING," Printers' Ink.

A NO. 1 advertising solicitor and successful writer of ads., will accept first-class opening on daily paper as mgr. or assistant, in city of 25,000 or over. Salary and commission. Highest experience and now with leading Chicago daily. Address " FISHER," 4437 Lake Ave., Chicago. Or will accept adv. mgmt. large business house.

SPECIAL WRITING.

\$3 A WEEK; original editorials for weeklies; full complement. "PITT," Printers' Ink.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and advs.

WINDOW DRESSING.

HARMAN'S JOURNAL OF WINDOW DRESSING, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 125 S. Clark St., Chicago.

ADVERTISING AGENCIES.

A NY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 19 Spruce St., New York.

STEREOTYPES.

YOU don't have to think about bases if you buy your stereotype advertising plates of us. They are already in constant use in nearly every newspaper office in the United States. Just order the plates—we do the rest. AMERICAN PRESS ASSOCIATION, 45-47 Park Place, New York.

BOOKS.

BROCHURE—"Intelligent Advertising"—ten cents. F. B. BAGLEY, Box 91, Phila.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 16 Spruce St., New York.

ANNOUNCEMENT: The first Annual Directory of the Department Stores of the United States is about to be issued (price one dollar). Leading "5 & 10 cent" stores will also be included. Advertisements may be inserted for 25 cents a page (printing surface 32 inches). For further particulars address D. T. MALLETT, 271 Broadway, New York.

MISCELLANEOUS.

STAMPS—5 twos will bring "Intelligent Advertising" by BAGLEY, Box 91, Phila.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

ALL live printers should have the "Rapid Etching Process"; full instructions only \$1. Circulars for 2c. stamp. PAUL B. HASKELL, Ashland, Ky.

HUSTLING advertisement solicitor and writer. 10 years' experience. Wants position with reliable newspaper or retail house. Makes writing of catchy ads a strong feature. Address "CHANGE," care Printers' Ink.

EVERY ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers—will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in THE GOLFER is a paying investment. Address all communications to THE GOLFER, 234-236 Congress St., Boston.

PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisers and Constructors.")

NOTE HEADS, envelopes, bill-heads, \$1 per 1,000; letter-heads, \$1.50. Pamphlets our specialty; correspondence invited; samples free. V. I. AARON & CO., Chicago.

WHAT we can do better and cheaper than anybody else is half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

YOUR name engraved on a copper plate, and 100 elegant cards printed from it, sent postpaid for a dollar bill. Extra lines on plate, 35c. each; samples, 2c.; satisfaction guaranteed. FRANKLIN PTG. AND ENG. CO., Toledo, Ohio.

ADVERTISING NOVELTIES.

ADVERTISING novelties wanted, on commission, as side line. "SALES," Printers' Ink.

FOH the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

DON'T waste time and money on old threadbare ad methods. Buttons are new and a howling success. Send for booklet. THE PETTIBONE BROS. MFG. CO., Cincinnati, Ohio.

YARD sticks—the thing for wall paper, carpet, hardware stores, etc. We make them! Also metal and wood signs; thermometers, rules, whistles, fans, etc. WOODRUFF ADV. HOUSE, Ravenna, O.

ELECTRIC window attraction, conceded by expert advertisers the best ever made, because it is a trade winner and the results will pay for the machine in less than 3 weeks. For sale by T. F. THOMPSON, 201 Inter-Ocean Bldg., Chicago.

PUBLISHERS and others seeking something new and up to date for premium purposes will send for full particulars concerning "Cycleres," the National Bicycle Game, just patented. Are prepared to make you an attractive proposition. "CYCLEREA" MFG. CO., New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt. LETTER design, etc., since 1880; ink or colors. J. H. GRATACAP, East 175th St., N. Y.

HANDSOME illustrations and initials. Send 1c. stamp for handsome pamphlet. AMERICAN ILLUSTRATING CO., Newark, N. J.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHLER, 240 East 33d St. New York.

A N ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

If you use illustrations use good ones. Their cost is only a fraction of the outlay connected with the ad, booklet, catalogue or circular. I can make a good illustration for one dollar, one suitable for any ordinary ad for three dollars, and for ten dollars I can put a lot of work on a drawing. If you have an idea of the kind write out your idea and I will send you a pencil sketch of it. EVANGELINE DEMING, Upper Montclair, New Jersey.

HALF-TONES.

\$.1.50 HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half-tone of any subject, clear and carefully finished, for \$1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone, wood-cut or zinc etching. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

Z INC for etching. BRUCE & COOK 190 Water St., New York.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

STANDARD Type Foundry printing outfit, type, original borders. 200 Clark St., Chicago.

CHALK engraving plates. We make standard new and recast old plates at money saving prices. HIRD MFG. CO., Cleveland, Ohio.

STEREOTYPE, linotype and electrolyte metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

FOLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figure. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRI-CULTURIST, Racine, Wis.

\$1 BUYS 4 lines, 50,000 copies proven WOMAN'S WORK, Athens, Ga.

FOR SALE—Fine paying weekly newspaper in famous Santa Clara County, Cal. Address Box 20, Los Gatos, Cal.

FOR SALE—One 20-horse-power Otto Gas Engine, good as new, price \$600, also old style Chambers newspaper folder. EVANSVILLE JOURNAL CO., Evansville, Ind.

NEWSPAPER folder for \$50. Within the last 30 days, publishers that want a 3 or 4 fold folder machine, can secure a rare bargain. Write for particulars. BASCOM FOLDER CO., Sidney, Ohio.

FOR SALE Paying independent weekly in New York State. Only paper in town. Fine country surroundings. Large room, job work. Satisfaction guaranteed. Address "SLUG 9," care Printers' Ink.

WEEKLY Democratic paper in town of 7,000, Central New York; splendid opportunity for right man; present owner compelled to retire good plant. Write for particulars. L. BIRDSEYE, 442 Lexington Ave., New York.

DAILY and weekly Republican newspaper in town of 8,000 population in Southern New York. Office finely equipped. Field exceptional. Oldest paper in section. Good reasons for selling. Address "H. E. C.," care Printers' Ink.

FOR sale at a bargain, one Thorne, minion, type-settting, ninety channel machine, which has been in use about two years. Will sell at great bargain because of reducing from three machines to two. Address "DAILY PAPER," care of Printers' Ink.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., Boston, N. Y.; Phila., Balt., Pitts., Cleveland, Cinc., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

ELECTROTYPE.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings we will make you a handsome single column half-tone for \$1.50; any larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our fine etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertising designs. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADVERTISEMENT CONSTRUCTORS.

JOHN CUTLER, Writer of Advertising, Newton, Mass.

JED SCARBORO, Arbuckle Bldg., Brooklyn, N. Y. Hours: 9 to 4.

TEN cents—brochure—"Intelligent Advertising"—F. B. BAGLEY, Box 91, Phila.

SEE article on advertisement writing by CHAS. A. AUSTIN BATES, on page 29 of this issue.

4 TRIAL ads for \$1 will convince. CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

GILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

GET my argument before you order ads. JED SCARBORO, Arbuckle Bldg., Brooklyn, N. Y.

Retailers—10 ads, 10 cuts, \$15. One ad, one cut, \$2. O. COHEN, P. O. Box 88, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

WHY not use good outline cuts when you can get them at very small expense? Circular for 2 stamps. R. L. CURRAN, 150 Nassau St., New York.

SPRING OPENINGS advertised my way pay. Are samples and full information worth a penny stamp? W. CHANDLER STEWART, 411 Elm Ave., Philadelphia.

FIVE concise ads, that say little and say it well, for 5c stamp and full data. Send \$2 on acceptance, or return the ads. W. S. HAMBURGER, 511 Fairmount Ave., Philadelphia.

5 IS my charge for writing an 8, 12 or 16-page booklet to any one for whom I have never written one. This includes illustration for cover. R. L. CURRAN, 150 Nassau St., New York.

THE series of "talks" on "Advertisement Writing" appearing regularly in PRINTERS' INK, tell plainly and fully about the business of CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talk number 9 appears on page 29 of this issue.

WE are sure of our position when we say it is to use the best printing there is to be had. Our position isn't founded on theory, but on fact. Our own experience tells us we are right. People we print for tell us we are right. We want more business men to give our kind of printing a trial. The little extra we charge is really too small to haggle about. It is so insignificant that an advertiser can afford to give us one order anyhow. If our printing should happen to fail, it is dead certain that poor printing would have failed too. So you see it isn't going to bankrupt anybody to try the best printing. THE LOTUS PRESS, 46 West 23d St., N. Y. City.

PREPARING advertising matter is my sole business. My specialties are booklets, magazine ads, and ads on technical subjects meant to appeal to the non-technical public. Medicine, drugs, chemicals, electricity, patents, novelties are subjects I do well with. I prefer to work for high-grade advertisers, object to being in a hurry, and charge a good price. I have an artist with me who is really an artist and recognized as such. Between us we turn out work that is up to the standard of the best advertisers of the day. I am always pleased to hear from or see any one on any subject connected with advertising; and all letters of inquiry meet with a prompt and careful response. Nobody but general advertisers can have specimens of my work and my book unless they send 10c. for them. R. L. CURRAN, 150 Nassau St., New York.

ADDRESSES AND ADDRESSING.

THE best yet—5,000 fresh addresses of agents and canvassers for \$5; classified by States. They want work this spring. I can also supply 1,000 general agents, first-class, for \$5. S. M. HOWLES, Woodford City, Vermont.

ADVERTISING MEDIA.

ROCKLAND (MAINE) DAILY STAR.

40 WORDS, 5 times, \$5 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

YOUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 26 Park Row, N. Y., Rep.

A NY person advertising in PRINTERS' INK A to the amount of \$10 is entitled to receive the paper for one year.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily.

LAWSYERS are sure pay-profitable customers L—"Selected Lists" reaches the best. Address "CO-OPS," Rochester, N. Y.

THE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

In all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

If in doubt as to V. P. Map advertising, look into the Saratoga Restaurant, 108 E. 23d St., any noontime. For particulars address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

TO reach the wealthy Sound shore of Westchester County, N. Y., use the Fort Chester, N. Y., ENTERPRISE, 60 cts. weekly. Advertising rates and sample copies sent on application.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada in 'mly. Sub'n \$1 per yr. 25c. line, Cincinnati, O.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

GOOD HOUSEKEEPING, Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co. Address communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 48 Beekman St., New York.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation up to date; circulation steadily increasing. Is it on your list?

WEEKLY SENTINEL Carroll, twelve-page paper, all new prints, best circulation of any weekly in country. Guaranteed by Roll. The DAILY SENTINEL is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies L. each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special News-paper Representative.

THE FARMER'S HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. At rate 60 cts. per inch.

JACKSON (Mich.) PATRIOT, morning, Sunday J. and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. For rates, etc., address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MONTANA.

HELENA INDEPENDENT - 6,240 Daily, 6,240 Sunday, 3,255 Weekly. Leading newspaper in Montana. Howell's Directory gives it five times the circulation of any other Helena daily.

NEW JERSEY.

THE best test of a paper is what its home people think of it. The Red Bank REGISTER carries more local advertising than any other Monmouth County paper.

NEW YORK.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for copy from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 14,651 population, but it has a larger circulation in this city than any other paper. The same is true of the TIMES' (weekly) circulation in Mecklenburg County. The NEWS and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d. 6,000 weekly.

THE PRESS, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

OREGON.

THE SEMI-WEEKLY ASHLAND TIDINGS has largest circulation in Jackson County, Ore.

PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

NO daily in Pennsylvania or elsewhere either. NO for that matter, has a more desirable circulation than the Chester TIMES. It reaches 32,000 people in the garden spot of the Keystone State. WALLACE & SPROUL, Chester, Pa.

INTELLIGENCER, Doylestown, Pa. Oldest paper in the county—weekly established 1804, daily established 1836; stanches papers in the county; the only journals owning their home; the only papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. FAS-CHALL & CO., Doylestown, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

THE NEWS, Bonham, Texas, has the largest weekly circulation in Fannin County.

DAILY AND WEEKLY ENTERPRISE. Largest circ'n in Cleburne and Johnson Co., Texas.

VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

VIRGINIA.

LYNCHBURG NEWS: only morning paper; 35,000 population; established 1865; daily, 2,000; Sunday, 2,500; weekly, 5,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, published full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEAITLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEAITLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

146,306 PEOPLE in the Congressional District require Northern Wisconsin to have a newspaper center of its own. Chicago, St. Paul and Milwaukee papers, when they reach this section, are from nine to eighteen hours old. The Superior TELEGRAM, 5,000 daily, thoroughly covers this section. Rates of H. D. LA COSTE, 38 Park Row, New York.

CANADA.

THE CARLETON SENTINEL has the largest circ'n in Carleton County, New Brunswick.

\$5.50 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

THE largest circulation in New Brunswick is enjoyed by the PROGRESSA, a weekly issued at St. John. *From Printers' Ink, issue of May 5, 1895.*

BIG city dailies claim to do it all. They do it much, a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The BERLIN REFORM (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTTLEY, Mgr., Berlin, Ont.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. Honolulu, H. I.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$6.6 months for \$15, 3 months for \$6.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertising and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. PACIFIC RURAL PRESS, San Francisco, Cal. WISCONSIN AGRICULTURIST, Racine, Wis. FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,500 of the wealthiest farmers of Kentucky and Tennessee.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1886, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HARDWARE AND HOUSE FURNISHING.

LARGEST CIRCULATION IN ITS FIELD.

D. T. Mallett, Pub., 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 190 S. Sixth St., Philadelphia, Pa.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly.

HOUSEHOLD.

DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60c. per inch.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

MEDICINE.

LEOARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich., has 10,000 each issue; proved.

MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

NEWSPAPER CLIPPINGS.

THE CLIPPING COLLECTOR, a monthly magazine devoted to the collecting of newspaper clippings for pleasure or profit. One dollar a year; ten cents a copy. 8 Dey St., New York.

PAINTING.

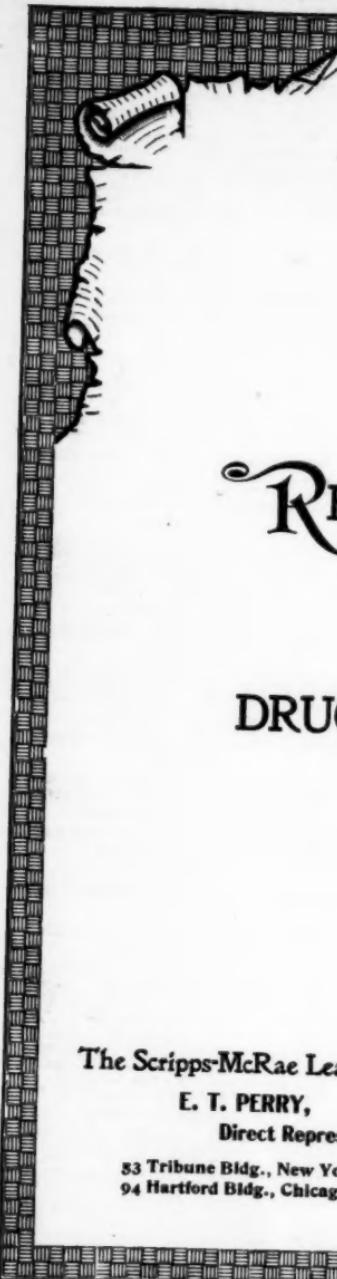
PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

PRINTING INDUSTRIES.

PPAPER AND GRAPHIC ARTS—An up-to-date journal of the graphic arts, published every Saturday at 123 Nassau St., New York. The leading and only journal of its class in the world issued every week in color. Guaranteed circulation during the month to buyers larger than the claimed circulation of all the monthlies in its field in America combined. Send for sample copy, proof of circulation and rates before making advertising contracts.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.



READ WHAT
THE
DRUGGISTS SAY.

The Scripps-McRae League,
E. T. PERRY,
Direct Representative,
53 Tribune Bldg., New York,
94 Hartford Bldg., Chicago.

WILMOT J. HALL & CO., Druggists.

To whom it may concern:

CINCINNATI, Feb. 8, 1896.

We do not hesitate to say that the **CINCINNATI POST** with its present circulation of **122,000** copies daily, is one of the most valuable mediums for advertising goods that are consumed in the homes, such as all progressive drug stores handle.

We have used the columns of this paper for the past six years continually, and it has made money for us from the very start.

We always recommend the **POST** to manufacturers of proprietary articles where our advice is sought regarding advertising in Cincinnati and the country tributary to this city, and the sales from goods advertised prove beyond a doubt that the **POST** pays them, which after all is the only true test of a paper's value.

Past results make us firm believers in the **POST'S** pulling powers, and we do not hesitate to recommend it to any one who has anything of merit to advertise.

Yours very truly,

WILMOT J. HALL & CO.

LELAND MILLER, Dispensing Chemist.

The St. Louis Chronicle:

ST. LOUIS, Jan. 31, 1896.

GENTLEMEN—At the suggestion of your representative, Mr. Carlisle, I spent an afternoon looking over your plant, trying to find out something about the large circulation you claim. It was a pleasant surprise to find that you could so truly substantiate your claim of over **100,000 PAID SUBSCRIBERS**. Every opportunity was offered to satisfy my curiosity on any and every point in regard to quantity and quality, and to say I was surprised at the magnitude of your enterprise with its five perfecting presses, running off papers as fast as a small army of carriers and newsboys could take them away, puts it mildly.

I have spent hundreds of dollars advertising in St. Louis, much of it in the **CHRONICLE**, and I am fully satisfied, that circulation and what you charge for it considered, it is the cheapest and best medium I use.

Yours truly,

LELAND MILLER.

EDWARD BECKENBACH & CO., Druggists.

To whom it may concern:

CLEVELAND, O., Dec. 2, 1895.

It is a pleasure for us to say that for the last four or five years we have been constant advertisers in the **CLEVELAND PRESS** and have invariably received the best results from same.

We were slow to make up our minds to take up newspaper advertising and somewhat skeptical as to what results would arise from it. But the large circulation of the *Press* (which five years ago was claimed to be something over 50,000 copies daily) was something of an inducement for us to become advertisers. From the very start we made money out of our advertising in this paper.

We have recommended it a dozen times to manufacturers of proprietary articles who have called upon us with a view of placing an order where the matter of advertising had been brought up.

We have only had one instance in this length of time where the advertiser has been displeased with the results of the *Press*, and that, in our opinion, was the fault of the party in question.

We certainly can recommend the *Press* to anybody who has anything of merit to advertise, and its present circulation of about **75,000 COPIES** daily is evidence that it reaches the people, and this, we believe, is what every advertiser wants.

Very truly yours,

EDWARD BECKENBACH & CO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Subscribers desiring to subscribe for PRINTERS' INK for the benefit of advertising may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for the full year 1895, prepared to be placed on record with the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,454 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,500 copies. The largest, 40,300 copies. The year 1895 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 138 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, APRIL 1, 1896.

AN advertiser recently sent a five-inch double column electrotype to a well-known advertising agency, and asked to be furnished with as large a list of weekly papers as could be made up of such as would print the ten-inch ad at a price that should not exceed one dollar, for each thousand issues, stipulating that the basis of price should be the circulation rating accorded to the papers in the last issue of the American Newspaper Directory. The advertising agent finally submitted the following list as the best he could do:

	Price	per M
Kansas City, Star.....	49.00	\$.49
Detroit, Free Press.....	70.00	.69
Philadelphia, Sunday School Times.....	112.00	.69
Boston, Golden Rule.....	66.50	.73
New York, Christian Herald.....	133.00	.80
New York, Tribune.....	133.00	.83
St. Louis, Republic.....	105.00	.44
New York, Catholic News.....	35.00	.97 1/4
San Francisco, Examiner.....	70.00	.81
New York, World.....	70.00	.93 1/4
Toledo, Blade.....	105.00	.99
Chicago, Inter-Ocean.....	105.00	1.40
Atlanta, Constitution.....	105.00	1.40

The agent said, at the time of submitting the estimate, that he could make a list of dailies more than three times as large; and that in his opinion daily papers are now as thoroughly read as weeklies and consequently worth as much per thousand circulation, if due care is taken to secure conspicuous positions. He also stated that nowadays the best advertisers seem to prefer the daily papers.

PERSONS who have time to decipher rebuses generally have little cash to spend with advertisers.

WE believe the present abuse of second-class privileges arises from partiality and incompetency and a lack of system in the post-office department, and the remedy should first be applied there.—*Editorial from Rumford Falls Times, March 20, 1896.*

THE *Cosmopolitan Magazine* printed for January, 1896, 300,000 copies; for February, 1896, 310,000 copies; for March, 1896, 320,000 copies, and for April, 1896, 335,000 copies. Each month the *Cosmopolitan* has been out of print within a week after publication, and the returns from these issues to date—March 26, 1896—are less than one-half of one per cent of the total editions printed. The American News Co. has already taken and paid for 250,000 copies of the April issue.

MR. L. WESEL, JR., of the *Arkansaw Traveler*, has favored PRINTERS' INK with a copy of a paper on the subject of second-class postage, prepared by him and read before the meeting of the Illinois Press Association recently held at Chicago. A careful examination of Mr. Wesel's paper shows that before he commenced its preparation he had very little information on the subject with which he attempted to deal; and that after he had completed his work his lack of information was even more marked than it was in the beginning.

SINCE Mr. Kerr Craigie, the Third Assistant Postmaster-General, decided that "when a publication changes its periodicity it loses its continuity," there has been the very devil to pay. It now appears that some publications have lost their continuity without knowing it, and that some publications have been charged with changing their periodicity when they not only had no thought of doing so, but don't know what periodicity is. So much consternation has been already occasioned that Mr. Craigie has at last consented to suspend this fearful ordinance for sixty days. What he will do then the Lord only knows, but for sixty days a publication can change its periodicity without losing its continuity.

THE late proprietor of the Chicago *Dispatch* has secured from the United States Supreme Court a writ of supersedes which operates to suspend execution of the recent sentence, in the matter of printing objectionable advertisements, until the Court shall have had time to examine briefs and decide concerning the advisability of a new trial. Owing to the crowded condition of the Court's docket, two years at least will probably elapse before the case is reached, and as it is well known that many papers all over the country do publish, from day to day, advertisements of precisely the same class with those that the *Dispatch* contained, it is generally believed that Mr. Dunlop will eventually be acquitted. It is to be hoped, however, that the outcome of the trial will be a wholesome influence upon the advertising columns of many papers.

THE time has come for a movement on the part of all men, whether engaged in farming, manufacture or trade, who are interested in commercial prosperity in the United States, to remove from political agitation the question of the permanence of the standard of value upon which all of the business of this country is transacted. There should be an unequivocal declaration by the political conventions of both of the great parties in favor of the maintenance of our existing standard and of the elimination of all doubtful expressions in respect to the reopening of the mints of the United States to the free coinage of silver. The time is past for any halting, doubtful phrasing to express the meaning of political parties upon this important subject. We should have no platforms that can be interpreted to mean one thing in one part of the land and another thing in another part of the land. It is important to every business man, producer and wage earner to put a stop to the enormous cost to the Government, and to all of our people, resulting from the continuance of the agitation in favor of the free coinage of silver, which stands in the way of a revival of confidence and national business prosperity.

W. G. HOLMES, business manager, Memphis, Tenn., writes, under date of March 20, 1896: "We are pretty confident that we have a larger circulation for our weekly *Commercial Appeal* than

any other paper south of the Ohio River, despite the claims of several other papers to the contrary." On reading the above to the editor of the American Newspaper Directory, he said: "Well, the *Commercial Appeal* gets credit, on a detailed statement furnished from that office, for an average issue during 1895 of 46,829 copies, and no other weekly paper south of the Ohio River has furnished any claim which would entitle it to so high a rating." He said that he frequently hears of large weekly circulations emanating from Atlanta and Louisville, but when he applies for anything like a definite statement that may be put on record it fails to come to hand.

Mr. Holmes, in the same communication, expressed the further belief that there is not a morning paper published south of the Ohio River which has as large a circulation as the *Commercial Appeal*, and asserts, in explanation, that there is not another paper with anything like so large a field as it enjoys, adding: "We have actually no other paper between St. Louis and New Orleans to interfere with us, and with eleven lines of railroad running from Memphis all over this territory, we have unexcelled facilities for the distribution of a morning paper."

WHY NOT, INDEED?

AMERICAN MEDICAL PUBLISHERS' ASS'N.
Office of Secretary.
ST. JOSEPH, Mo., March 16, 1896.

Editor of PRINTERS' INK:

While the postal laws governing the transmission of mail matter of the second class are under discussion, with a view to revision, why not amend that portion relating to the mailing of monthlies and bi-weeklies in the cities in which they are published? As the law now stands, periodicals of less frequent issue than weekly are required to affix stamps to the entire city circulation, at the rate of one-cent for each four ounces, while the weeklies go at the pound rate. Why this discrimination?

CHAS. WOOD FASSETT, Secretary.

There is no sense in such a discrimination, of course. *Munsey's* can be distributed in San Francisco without stamps and so too can the *Overland* in New York; but the *Overland* must be stamped for San Francisco subscribers and *Munsey's* for those in New York City. If Congress would adopt a uniform rate for all printed matter it would greatly simplify postal difficulties. Possibly it will be done one of these days.

THE career of a lazy drummer is usually as follows: Hired, tired, fired.—*Furniture Worker.*

LAST CENTURY "ADS."

That the Barnums and John Wana-makers are not all of this century is shown by a little pamphlet containing the advertisements of a certain London merchant of the last century, now in the possession of a Boston newspaper man. The pamphlet bears date July 23, 1796, and is called "Packwood's Whim," the gentleman responsible for its existence being, as gathered from its contents, a manufacturer of famous razor straps, and paste for the same, in the city of London, at the time the pamphlet was printed. The book contained all the "ads" of Mr. Packwood, and sold, as stated on the title page, for "a good tower shilling." Why the public should pay a shilling for a book full of advertisements is not apparent, though it might have been on account of the literary value of some of the advertisements, which was considerable. The sub-title of "Packwood's Whim" was "How to get money and be happy." This important information was contained in the various advertisements telling the reader to buy Packwood's famous razor straps and paste, and no other, and beware of cheap imitations, which advice seems to have quite a 19th century flavor, and proves Mr. Packwood to have been considerably in advance of his age. The maker of famous razor straps prefaces his "Whim" by stating that he is the most modest man in the kingdom, though he does not ask the reader to believe the statement after reading the matter that follows it.

The virtues of the strap and paste are set forth in various ways—in dialogues, proverbs and verse, all of which reflect the wit and wisdom of the time, and lead the reader on with all the easy, friendly smoothness of an 1895 patent medicine "ad," only to tell him in the last paragraph why the writer has taken enough interest in him to give him such a lot of valuable information.

Here is one style this 18th century "ad" writer employed :

The execution of a young gentleman's sentence was postponed a few days ago in a school a few miles from town; his offended governor gave orders for the punishment to take place. "I am so provoked," says the master, "with his repeated ill-behavior that I will give him such a strapping as to make him remember it as long as he lives." The youth, hearing the word strap, whispered his school-fellow in the ear: "Packwood forever—my master likes to be in the fashion; I have no doubt but it is one of Pack-

wood's straps that will take out notches. My father and mother said I would know the use of them by and by."

And so the little tale goes on. The master saw the wicked boy whispering, asked him what it was about, got the right answer, went and bought one of the famous straps, and was so delighted with it that he decided not to flog the youth after all, which was really fine for all concerned.

Another advertisement in the book is from the *Sun*—not Mr. Dana's *Sun*—of Feb. 24, 1796. It is headed, "Small children's amusement, and a comfort to those of a larger growth." It was written on the plan of "The house that Jack built," and started with "This is the strop that Packwood made." The razor that was wetted on the strop, the notches that were removed from the razor, the barber who did the whetting, and the man who was afterward shaved by the barber are all dealt with.

Perhaps the most ingenious advertisement in the book is contained in the preface. It has the merit of being well written, so well written, in fact, that it has graced the reading books in country schools in New England for the past forty years, credited to "Anonymous."

It begins by reciting the writer's great modesty and bashfulness, and his experience as a barber in his earlier years. Then it goes on to state that the gentry had been more than kind to the writer, and had given him frequent invitations to call on them at their mansions, all of which he had declined, because of his excessive bashfulness. It proceeds :

I at length determined to conquer my timidity, and a few days ago accepted an invitation with one whose open, easy manner left me no room to doubt of a cordial welcome. It was Sir Thomas Friendly, a baronet, who lives at Friendly Hall, possessed of an independent fortune.

Conscious of my unpolished gait, I have for some time past taken private lessons of a professor, who "teaches grown gentlemen to dance." Having now acquired the art of walking without tottering, I boldly ventured to obey the baronet's invitation to a family dinner, not doubting but my few acquirements would enable me to see the ladies and Sir Thomas with reasonable intrepidity; but alas! how vain are all the hopes of theory when unsupported by habitual practice.

As I approached the house a dinner bell alarmed my fears, lest I had spoiled the dinner by want of punctuality. Impressed with this idea I blushed the deepest crimson as my name was repeatedly announced by several liveried servants, who ushered me into the library, hardly knowing whom or what I saw.

At my first entrance I summoned all my

fortitude and made my new-learned bow to Lady Friendly, but unfortunately in bringing back my left foot to the third position, I trod upon the gouty toe of poor Sir Thomas, who had followed close at my heels to be the nomenclator of the family; the confusion this occasioned in me is hardly to be conceived, since none but bashful men can judge of my distress, and of that description I believe the number is very small.

The baronet's politeness by degrees dissipated my concern, and I was astonished to see how far good breeding could enable him to suppress his feeling and appear with perfect ease after so painful an accident. The cheerfulness of her ladyship and the familiar chat of the young ladies insensibly led me to throw off my reserve and sheepishness, till at length I ventured to join in conversation, and even to start fresh subjects. The library being so richly furnished with books in elegant bindings, I conceived Sir Thomas to be a man of literature, and ventured to give my opinion concerning the several editions of the Greek classics, in which the baronet's opinion exactly coincided with my own.

To this subject I was led by observing an edition of Xenophon in 16 volumes, which, as I had never before heard of such a thing, greatly excited my curiosity, and I rose up to examine what it could be; Sir Thomas saw what I was about, and, as I supposed, willing to save me the trouble, rose to take down the book, which made me the more eager to prevent him, and hastily laying my hand on the first volume, I pulled forcibly; but lo, instead of books a board, which, by leather and gilding, had been made to look like 16 volumes, came tumbling down and, unluckily, pitched upon a wedgewood inkstand on the table under it.

In vain did Sir Thomas assure me there was no harm. I saw the ink streaming from an inlaid table on the Turkey carpet, and, scarce knowing what I did, attempted to stop its progress with my cambric handkerchief.

In the height of this confusion we were informed that dinner was served up, and I, with joy, perceived that the bell which at first had so alarmed my fears was only the half-hour dinner bell. In walking through the hall and suite of apartments to the dining-room I had time to collect my scattered senses, and was desired to take my seat betwixt Lady Friendly and her eldest daughter at the table. Since the fall of the wooden Xenophon my face had been continually burning like a firebrand, and I was just beginning to recover myself and feel comfortably cool when an unlooked-for accident rekindled all my heat.

Having set my plate of soup too near the edge of the table, in bowing to Miss Dinah, who politely complimented the pattern of my waistcoat, I tumbled the whole scalding contents into my lap. In spite of an immediate supply of napkins to wipe the surface of my apparel, my black silk small clothes were not stout enough to save me from the painful effects of this sudden fomentation, and for some minutes my legs and thighs seemed stewing in a boiling caldron; but recollecting how Sir Thomas had disguised his torture when I trod upon his toe, I firmly bore my pain in silence, and sat, with my lower extremities parboiled, amid the stifled giggling of the ladies and the servants. I will not relate the several blunders which I made during the first course, or the distress occasioned by my being desirous to carve a fowl, or help to various dishes that stood next me, spilling a sauce boat and knocking down a salt cellar.

Rather let me hasten to the second course,

where fresh disasters overwhelmed me quite. I had a piece of rich, sweet pudding on my fork, when Miss Louisa Friendly begged to trouble me for a pigeon that stood near me. In my haste, scarcely knowing what I did, I whipped the pudding into my mouth, hot as a burning coal. It was impossible to conceal my agony; my eyes were starting from their sockets; at last, in spite of shame and resolution, I was obliged to drop the cause of my torment on my plate.

Sir Thomas and the ladies all compassed my misfortune, and each advised a different application. One recommended oil, another water; but all agreed that wine was best for drawing out the fire, and a glass of sherry was brought me from the sideboard, which I snatched up with eagerness; but oh, how shall I tell the sequel! Whether the butler, by some unaccountable accident, mistook, or purposely designed to drive me mad, he gave me the strongest brandy, with which I filled my mouth, already fayed and blistered.

Totally unused to every kind of ardent spirits, with my tongue, throat and palate as raw as beef—what could I do? I could not swallow, and clapping my hands upon my mouth the liquor squirted through my nose and fingers like a fountain, over all the dishes, and I was crushed by bursts of laughter from all quarters. In vain did Sir Thomas reprimand the servants, and Lady Friendly chide her daughters, for the measure of my shame and their diversion was not yet complete.

The trustful reader of the *Courier* of April 16, 1796, in which this account was printed, doubtless was filled with sympathy for the unfortunate man by this time. But to go on, for the eloquent part of this article, like the business end of a wasp, comes last:

To relieve me from the intolerable state of perspiration which this accident had caused, without considering what I did, I wiped my face with that ill-fated handkerchief, which was still wet from the consequence of the fall of the Xenophon, and covered all my features with streaks of ink in every direction. The baronet himself could not support this shock, but joined his lady in the general laugh, while I sprung from the table in despair, rushed out of the house, and came home in an agony of confusion and disgrace, which the most poignant sense of guilt could not have excited thus without having deviated from the path of moral rectitude.

As I am just informed, my poultice is ready, the application of which being made too hot, I was relieved from my difficulty, for, after two or three hours' nap in my easy chair, I awoke from the vision of a dream, and found myself in the midst of my warehouse, famed for razor strops, etc., at No. 16 Gracechurch street, London.

This ingenious announcement is signed, "I am respectfully yours, etc., George Packwood."

Its perusal leads to two reflections: How many advertisers of to-day would use so many words to say they had a warehouse "famed for razor strops," and if so inclined, how many could write an "ad" that would be laid

before school children of another century in a reader as a model of humor?—*Boston Globe*.

PRACTICE WHAT YOU PREACH.

By John Chester.

Consistency is a jewel in business, but it is rather a rare one among newspaper publishers. Many of them are contradictions in themselves. They remind one of the parson who preaches temperance on Sunday and gets drunk on the other six days of the week. They don't practice what they preach.

Some publishers openly say to the advertising public: "Put your money in newspaper advertising. It is the only kind that pays. Don't waste your appropriations in useless circulars, dodgers, posters or signs, or you'll regret it!" Then they deliberately proceed to give the lie to themselves by refusing to advertise in newspapers and patronize the billposter and sign-painter instead.

Of course, advertisers notice this, and they very naturally say: "If it is good for us to advertise in the newspapers, why is it not good for you to do so? Why don't you practice what you preach?"

Six or seven years ago, when the annual conference of American publishers was held at the Hotel Brunswick, New York City, a perfect storm of indignation was raised against poster and "L" road advertising by many metropolitan and country publishers. About the only man who lifted up his voice mildly in its favor was Colonel Knox, then owner of *Texas Siftings*. He said he believed in both poster and paint advertising as an auxiliary to the use of printers' ink, and added that, inasmuch as billposters and sign-painters had a right to earn an honest living, it was scarcely generous on the part of the newspaper publishers to deny them a privilege which they enjoyed themselves. I don't believe that Colonel Knox, even then or since, ever used a cent's worth of poster or paint advertising, but very many of the papers which then made the bitterest outcry against it, have since practically adopted both forms of publicity as their principal method of advertising. They have not practiced what they preached.

As a matter of fact, there is scarcely a metropolitan paper, printed in English, which is not, or has not been,

advertised largely by means of paint or poster. You will find their signs on the "L" roads, in the surface cars, on dead-walls and fences. You will find dodgers innumerable stuck in your letter-boxes, talking of the special features of the Sunday papers. You will receive circulars through the mail setting forth enormous gains in circulation of certain newspapers; but, except in some very few instances, you won't find one journal advertised in the columns of another.

The newspapers can't or won't see that it would help the advertised paper much more than the paper they advertised in, if their display was attractive and their matter convincing enough, and they cannot see, as an advertiser does, the inconsistency of their position in using freely themselves what they caution their customers against using at all.

There cannot remain any doubt in the minds of fair people that poster and paint advertising have their relative values to newspaper advertising, and are good subordinates in publicity, but it would look far more graceful for newspaper publishers to acknowledge this openly than to deny in their preaching what they seemingly approve of in practice.

IT WILL ATTRACT CUSTOMERS.

A day or two ago the first surgical operation which was a direct outcome of applying the new photography was performed at a Berlin hospital. The story of this operation is as follows: "The usual Berlin representative of our friend the milkman came to a medical man complaining of terrible pains in her arm. A tiny black spot in her hand was the only outward and visible sign of the trouble. This, the milkwoman explained, was the place where, two months ago, she had accidentally run a needle into her hand. The needle had been taken out, she explained, but it was possible that the point was still in the hand. The doctor suggesting that it would be difficult to decide whether this was so, the lady inquired pertinently: 'If that is so, what is the good of the "X" rays?' One satisfactory result was that, after nearly an hour's photographing, an excellent photograph was obtained, showing the tiny piece of steel in such perfect detail that even the thinner end of it could be recognized. It was then extracted without difficulty.

"But the most interesting part of the story is yet to come. After the operation, this up-to-date milkwoman, with many expressions of gratitude, said: 'And now, pray, have the kindness to give me the photograph. I shall hang it up in my shop; it will attract new customers.'"*—Westminster Gazette.*

THE grandest scheme that was e'er devised
Ne'er materialized
Or was recognized
Unless it was thoroughly advertised.

FEMININE BUSINESS INSTINCT RECOGNIZED.

It has often been urged that the female sex is more keenly alive to the blandishments of advertisement than the mere man, and that it should be the duty of every shrewd advertiser to bear the fact always in mind. Certain it is that the housewife is usually the purchaser of most of the necessities of life, and it is therefore interesting to read what Mr. H. Warington Smyth says in his notes, "On a Journey in Siam," in a late issue of the *Geographical Journal*. "The Siamese," he writes, "if he wants a good bargain driven, always calls his wife or daughter, and in business matters he is generally ruled by them." Which shows plainly that these people of the Far East are not so benighted as many people think they are.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

WISCONSIN AGRICULTURIST, RACINE, WIS.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS { 2,600 D. & S. { 2,000 Weekly.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St., New York, Eastern Agent, or C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

4 YEARS OLD. 8 THOUSAND CIRCULATION.

THE RECORD OF BRIDGEPORT'S ONLY MORNING PAPER.
THE MORNING UNION.
BRIDGEPORT, CONN.

..RATES ARE LOW..

The Evening Journal,
JERSEY CITY, N. J.

IS GETTING ON NICELY, THANK YOU.
So are its advertisers. They find it pays.

We advertise for advertisers because we know our advertising pays advertisers who advertise in our advertising columns.

Results! Success for the advertiser. Permanent patronage for the publication.

"What it is?"

The Agricultural Epitomist,
Indianapolis, Ind.

Circulation Over 125,000 Copies.

Advertising 60c. per line.

No discount for time nor space. Published monthly.

It Leads Them All...

"The Daily Republican's" Circulation is from Four to Five Hundred Copies more per day than any other Daily Paper published in Bucks County, Pa.

The publishers of Rowell's "American News- paper Directory," in sending out the Directory for this year, say of THE DAILY REPUBLICAN, that it has

"A Higher Rating than any other Daily Published in the County."

The medium for Advertisers, sure. Weekly edition issued in connection with the Daily. For Rates, address

REPUBLICAN PRINTING CO.,
DOYLESTOWN, PA.

Display Ads

Space in the newspapers and magazines costs lots of money. It costs just as much whether the ad is well displayed or poorly displayed. It's the worst kind of economy to send in copy and take chances that the printer will make a good ad of it. The right way is to send your copy to me and have your ads set up and electrotyped. I can make an ad poke its head right out of the midst of the other advertisements around it. No difference what you sell or where you advertise, the wisest way is to mail your copy to me to be set up artistically and conspicuously. I print circulars, booklets, letter-heads, catalogues, business cards, and aim to make every job an artistic piece of work.

Wm. Johnston, Manager Printers' Ink Press,
10 Spruce St., New York.

We Are Not Crying

Because there is much territory not covered by TEXAS FARM AND RANCH,

But We Are Rejoicing

over the fact that the many customers who use our advertising columns

Year In and Year Out

have long since learned that TEXAS FARM AND RANCH covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

TEXAS FARM AND RANCH
DALLAS, TEXAS.

New York Office, Chicago Office,
47 Times Bldg. Marquette Bldg.

10 Cents a Copy. \$1.00 a Year.

GODEY'S MAGAZINE.

The Coe Chemical Co., of Cleveland, Ohio, stated on January 27th, 1896, that they had received **in cash** more than **200 per cent** of the cost of an advertisement in December Godey's, and that they were daily receiving orders from the same ad.

It Pays to Advertise in GODEY'S.

Guaranteed circulation for 1896,
one million copies.

Send for rates.

THE GODEY COMPANY,
53 Lafayette Place, New York.

*Organ of the Young Republicans
of Michigan.*

Truth

Detroit, Mich.

Combination of Old Critic
and World.

A GUARANTEED Circulation of

...28,000...



For advertising rates address
HOME OFFICE, or

H. FRANK WINCHESTER,
10 Spruce St., N. Y.

Sole Eastern Representative.

FOLKS ARE APT TO BELIEVE WHAT THEY SEE...

and if they see it in the

STANDARD UNION

they're sure to believe it. You ought to know by this time that public faith in a paper is what makes it pull business for the advertiser. See what we are getting at? You have something to sell that STANDARD UNION readers want. Who are its readers? Why, man alive, don't you know? The best and thriftest husbands and wives of Brooklyn—sons and daughters thrown in.

...A...
*Well-Printed
Paper*

Produced by a machine which is so simple and so well constructed that it can be operated by unskilled labor.



This is possible with a "New Model" Web. It means a smaller weekly pay roll!

Campbell Printing Press & Mfg. Co.

6 Madison Ave., New York.
334 Dearborn St., Chicago.

**Important
Announcement.**

THE NATIONAL TRIBUNE, of Washington, D. C., has obtained the exclusive right to publish the Memoirs of Gen. Wm. T. Sherman as a serial. It is said that \$8,500 was paid to the family of Gen. Sherman for the right. It will be remembered that the General refused to have the book sold by subscription.—*From the New York Press, Sunday.*

CHRISTIAN GUIDE,

LOUISVILLE, KY.

**ADVERTISING RATES: Display, 15 cents per line,
Reading Notices, 30 cents per line.**

Basis of measurement, AGATE. Preferred position, 20 per cent extra. No advertisement less than five lines.

DISCOUNTS for space used within one year.

250 lines	10 per cent
500 "	15 "
750 "	20 "
1,000 "	25 "
2,000 " and up	30 "

Positively no deviation from these rates.

H. C. HALL, Advertising Manager,

JANUARY 1, 1896.

22 WITHERELL ST., DETROIT.

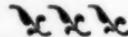
..The Lookout..

CINCINNATI.

The Great Western Christian
Endeavor Weekly. 

27,733 Guaranteed average weekly
Circulation, 1895.

"The value of an ad
is in its results."



H. C. HALL, ADVERTISING MANAGER,
22 WITHERELL ST., DETROIT, MICH.

SPIRITUALIST PAPER

Light of Truth.

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.



FRANK E. MORRISON,

Publisher's Special Agent,

TEMPLE COURT, New York. BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

Springfield, Ohio...

.... has about

40,000 POPULATION

This indicates the presence of about
8,000 FAMILIES . . .

Among whom are nearly
4,200 SUBSCRIBERS

TO THE

Republic-Times

Compare the Republic-Times with any
other Springfield daily ; you will see why
people read it and advertisers use it *

PHILIP RITTER
Eastern Representative
150 Nassau St., New York

THE HOSTERMAN PUBLISHING CO.

SPRINGFIELD, OHIO

Wanted! To Over
10,000 Know 150,000
Advertisers That Subscribers

THE Union Gospel News

has FEW EQUALS as an ADVERTISING medium. Results Quick and wonderful, at a remarkably low cost, 50 cents per agate line. No DISCOUNTS.

THE UNION GOSPEL NEWS

reaches the Best Families throughout the land, who have confidence in what they see advertised in its columns.

Published
Every Thursday
By The Gospel
News Co.,
Cleveland,
Ohio.

The Denver Evening

The
Denver
Evening

•POST•

The
Denver
Evening

"Those who read the Post
Always know the most."

REPRESENTATIVES

W. H. KIMMELMAN,
38 & 39 TIMES BUILDING,
NEW YORK.

OR

FRANK TAMMEN,
319 DEARBORN STREET,
CHICAGO, ILL.

UNCHALLENGED LEADERSHIP.

THE ANACONDA STANDARD started its career in the fullness of time. Its loyalty to Montana's interests has given it an abiding place over the length and the width of that splendid State. It has come to be one of the institutions of Montana; it would not be easy to find a corner in this or adjoining States where the STANDARD lacks patrons. It is gratifying to feel assured that THE STANDARD ranks to-day as the

foremost newspaper in the wide Northwest.

That enviable rank this newspaper has earned. If you doubt it, ask where you please, in shop or store or field, in home or mining camp or mill, and you will find this is true. Talk to the traveler on railway trains in Idaho, or Washington, or Montana, or the Dakotas, and the testimony will be that THE ANACONDA STANDARD is right when it sets up its claim to unchallenged leadership in the area stretching from Minneapolis to the Pacific Coast.

**The Anaconda Standard,
MONTANA.**

E. KATZ, Eastern Agent, 230 Temple Court, N. Y. City.

THE HOME
OF THE

Youngstown Vindicator.

DAILY.
WEEKLY.



A paper that occupies its own building is not more valuable to an advertiser for that reason. It is safe to believe, however, that a publication that is sufficiently progressive and up to date to provide for its home the latest and best obtainable for the making of a first-class paper, will be found a profitable paper to use in keeping first-class goods prominently before the attention of its readers.

THE VINDICATOR

is the leading daily newspaper in Eastern Ohio.

8,400 daily; 6,000 weekly.

38 Park Row
New York.

H. D. La Coste Eastern
Manager.

Alfred Meyer,
Manufacturer
of business, literary
advertising materials.

Dear Mr. J. F. M. 1890

Printer's Ink Johnson.

8 Spruce St. N.Y.

Dear Sir: Clipper this from January "Pictorial" of Springfield, Mass.

The *Book and Manufacturer* of San Francisco, opines that one half of Munsey's Magazine's success comes from its covers. Certainly no one can look at the handsome girl in red on the January number and not feel tempted to buy.

Though total stranger to you, I feel, on account of your works, brotherly toward you. That no flattery, either. I'm not a printer at the press "but hear and read" - with interest as much about your works - their excellence and price cheapness. I know you furnish "Munsey's" with the red inks. I know you deserve recommendation, as these - as therefore, send this, with my best wishes.

Very truly yours

Alfred Meyer

#583 High St.

The Munsey Black

Same as is used for the half-tones and letter-press in Munsey's Magazine. Sold by me in 10 lb. cans, for \$5.00 a can. Cash with the order.

I sell the black ink used for the advertisements in Munsey's Magazine, in 10 lb. cans, for \$1.50 a can, or in 100 lb. casks for \$12.50 a cask. I have to have the money in advance. Address,

PRINTERS' INK JONSON, 8 Spruce St., New York.

Printers' Ink Black, same as this paper (PRINTERS' INK) is printed with, is sold by me in 10 lb. cans for \$2.50 a can. Cash with the order.

PRINTERS' INK JONSON:

Please ship by freight 25 lbs. Book Ink. The last I got of you was "Rabbit's Foot Brand" book ink, No. 77, and just filled the bill.

MANCHESTER, MICH., March 18, 1890.

Very truly,

L. E. SLUSSAR.

What he wants is my V. Book Ink (Rabbit's Foot Brand, No. 77). It is an excellent book ink, and is sold by me in 5 lb. cans for \$1.00 a can. In 100 lb. kegs for \$18.00. Cash with the order.

Five POUNDS for One DOLLAR

The following Book, Cut, Job and Poster Inks—black and colored—are largely sold at from twenty-five cents to one dollar a pound. I am glad to duplicate any of these Inks in five-pound cans for one dollar a can; but I must have the dollar with the order.

Name.	Maker.	Price per lb.	Name.	Maker.	Price per lb.
Extra Book and Cut,	Wilson,	\$1.00	Bag Red,	Wade,	50
"	Wade,	.50	"	Levey,	.50
"	Ullman,	.50	"	Ullman,	.50
"	Ullman,	.50	"	Queen City,	.50
"	Ault & Wiborg,	.50	"	Ault & Wiborg,	.50
"	Queen City,	.50	Poster Green, light or deep,	Wilson,	.50
Book and Cut, A1,	Ullman,	.50	"	Wade,	.50
"	Ullman,	.50	"	Levey,	.50
"	Ullman,	.50	"	Ullman,	.50
"	Ullman,	.50	"	Ault & Wiborg,	.50
Brilliant Black, No. 6,	Ullman,	.50	"	Queen City,	.50
"	No. 7,	.50	Bag Green,	Wilson,	.50
"	No. 8,	.50	"	Wade,	.50
"	No. 9,	.50	"	Levey,	.50
Combination Black, No. 7,	Ullman,	.50	"	Ullman,	.50
"	Ullman,	.50	"	Ault & Wiborg,	.50
"	Ullman,	.50	"	Queen City,	.50
Illustrated Book,	Wilson,	.50	Poster Brown, light or deep,	Wilson,	.50
Ordinary Wood Cut,	Wilson,	.50	"	Wade,	.50
War Scene Cut,	Wilson,	.50	"	Levey,	.50
Cut Book,	Wilson,	.50	"	Ullman,	.50
L. Cut,	Wilson,	.50	"	Ault & Wiborg,	.50
H. F. Cut,	Wilson,	.50	"	Queen City,	.50
Folder Cut,	Wilson,	.75	Bag Brown,	Wilson,	.50
Illustrated Book,	Wilson,	.50	"	Wade,	.50
Ordinary Wood Cut,	Wilson,	.50	"	Levey,	.50
War Scene Cut,	Wilson,	.50	"	Ullman,	.50
Cut Book,	Wade,	.50	"	Ault & Wiborg,	.50
Special Job,	Wade,	.75	"	Queen City,	.50
Cut Black,	Wade,	.75	Poster Yellow, light, medium	Wilson,	.50
E. R. Book,	Queen City,	.60	"	Wade,	.50
Poster Blue, light or dark,	Wilson,	.50	"	Levey,	.50
"	Wade,	.50	"	Ullman,	.50
"	Levey,	.50	"	Queen City,	.50
"	Ullman,	.50	"	Ault & Wiborg,	.50
"	Ault & Wiborg,	.50	"	Queen City,	.50
"	Queen City,	.50	Bag Yellow,	Wilson,	.50
Bag Blue, light or dark,	Wilson,	.50	"	Wade,	.50
"	Wade,	.50	"	Levey,	.50
"	Levey,	.50	"	Ullman,	.50
"	Ullman,	.50	"	Ault & Wiborg,	.50
"	Ault & Wiborg,	.50	"	Queen City,	.50
"	Queen City,	.50	Poster Purple, bluish or red	Wilson,	.50
Poster Red, light or deep,	Wilson,	.75	"	Ullman,	.50
"	Wade,	.75	"	Wade,	.50
"	Levey,	.75	"	Levey,	.50
"	Ullman,	.75	"	Ullman,	.50
"	Queen City,	.75	"	Ault & Wiborg,	.50
"	Ault & Wiborg,	.75	"	Queen City,	.50
Indian Red,	Wade,	.50	Poster White,	Wilson,	.50
Bag Red,	Wilson,	.50	"	Wade,	.50

I duplicate fifty pounds of any of these inks (in a cask) for nine dollars, but I have to have the cash before I ship the goods.

Address, with check,

PRINTERS INK JONSON.

ALL GOODS WARRANTED.

8 Spruce St., New York.

Home Papers For Home People.

Country weeklies are not sold on the street. People do not buy them simply to glance hastily at the details of some harrowing sensation, and then to cast them aside.

They are taken directly into the home, where they are carefully read. People like to read about what their neighbors are doing. City papers contain no strictly "local" news. The extent of territory a city paper covers is too wide for that.

The paper that is read is far more valuable to the advertiser than the paper merely "skimmed." Our lists comprise

..1450.. of the Best Country Weeklies

in the Middle West. Home papers for Home People that are bought to be thoroughly read, and in which an advertiser's story gets its due meed of attention. To insert an ad into these 1,450 country weeklies, going into a million families, you furnish one electro. Send for fuller information.

Chicago Newspaper Union,

10 Spruce St., New York, N. Y., or
87-93 S. Jefferson St., Chicago.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

I have been talking a good deal about piano catalogues, and now I have found one that pleases me. It is a production of the Estey Piano Co. of New York.

The only thing wrong about it is the cover, which is striking but inartistic. It is made of a brilliant red paper, and printed in gold and silver. The design is not pleasing.

The inside of the catalogue is different from any one I have ever seen. It is a straight, plain argument in favor of the Estey Piano, which tells its good points and bears plainly the stamp of honesty.

The book is handsomely printed, and every piano man in the country ought to be interested in it. The following matter under the heading of "prices" gives an idea of the general character of the reading matter that is in it:

"PRICES."

It is nonsense for most people to pay fabulous prices for pianos. If the pleasure of saying that a piano cost a thousand dollars is worth what it costs, a man may be right to pay the money. If he wants a piano because of its value as a beautiful musical instrument and artistic piece of furniture, there is no reason in the world why he should pay more than the price of the Estey. The Estey is sold at the lowest price at which it is possible to sell a thoroughly good piano. Anybody who goes below this price gets undesirable quality. There is a quality point below which it is unsafe to go. What looks like economy is sometimes the worst of extravagance. It looks like economy sometimes to take part of the wool out of a piece of cloth and put cotton inside, but the trick shows in the wear. It looks like economy sometimes to buy a piano in which some apparently small part has been neglected, but that small part may spoil the entire instrument.

There is no piano sold at the same price that is the equal of the Estey. This is a plain statement. We mean every word of it, and we are willing to stand by it. We repeat it; there is no piano of equal price that is as good as the Estey. If anybody tells you there is, they are mistaken. You can buy pianos for less money. If you do, you will make a mistake. If you buy below the Estey price you lose safety. There is no piano sold at a lower price than the Estey that has not a weak spot in it some place. The lower you go in price, the more weak spots you find.

Examination of the Estey costs nothing. Failure to examine it may cost you the price of a piano. If you buy before you see the Estey, you are jumping in the dark. Your knowledge is not complete. The piano you get may possibly be just the one you want, but you cannot tell until you have seen the Estey.

* * *

When Albert G. Cone, treasurer of the W. W. Kimball Co. of Chicago, undertakes to do something nice in the way of advertising he makes a most pronounced success of it. I have just received a handsome flexible leather-bound book with the title and my own name stamped on the cover in gold.

The book is a record of the engagement of the Damrosch Opera Company in Chicago in 1895. It gives a brief sketch of each of the principal singers, together with half-tone portraits and autographs. Each portrait is on a page by itself, the half-tone cuts being $3\frac{1}{2} \times 4\frac{1}{2}$ in the center of pages $6\frac{1}{4} \times 8\frac{1}{2}$.

There is no mention of the Kimball piano except on the last two pages. On one of these pages are seventeen brief extracts from testimonial letters received by the Kimball Co. from the members of the Opera Company. The last page gives a partial list of musical celebrities who use and recommend the Kimball pianos.

The book sent to me is probably one of a special edition, and any one who asks for a copy will probably receive it bound in heavy cardboard.

No one can look at a book of this kind and not be impressed with the enterprise of the Kimball Co. and the merit of the Kimball piano.

* * *

If a jewelry ad sells goods it is sometimes called a "corker." If a champagne ad sells goods it must of necessity be an "uncorker."

* * *

I am receiving a large number of piano and bicycle catalogues. Most of the bicycle catalogues are good, and most of the piano catalogues ordinary.

A first-rate piano book comes from

the Conover Piano Co., of Chicago. It is entitled, "The Evolution of the Piano." From the discovery of the lyre in Egypt, it goes through the history of the various stringed instruments, giving pictures of each, following the development of the piano, step by step, up to the present day and the present Conover piano. This is really more than a piano catalogue; it is an interesting and valuable book about pianos—a book that will undoubtedly be preserved, and that will undoubtedly increase the prestige of its publishers.

* * *

One of the handsomest bicycle catalogues that has come to me is that of the "Stearns." It is entitled, "The Yellow Fellow Year Book," and is printed in yellow and black.

The cover is yellow, printed in a deeper shade of yellow and black. The inside is all in black, except a yellow line around each of the pages and a few spots of yellow decoration. The half-tone illustrations are many and beautiful, and the whole effect is exceedingly pleasing.

I have often thought that the name "Yellow Fellow" was ill-chosen, particularly in the case of a woman's wheel. I should think a woman might hesitate before making the assertion that she was riding a "Yellow Fellow."

The catalogue is a magnificent piece of printing, and is full of suggestions for illustrators and printers.

* * *

Another good bicycle catalogue is that of the Remington Arms Co. The typographical arrangement is most excellent, but the illustrations are hardly up to the mark.

The idea of the illustrations is to show the Remington bicycle in use in various cities and countries all over the world. This in itself is perhaps a pleasing conceit, but I doubt if the American buyer is as much interested in a bicycle in Egypt as he would be if it were in America.

The "Stearns" catalogue is full of suggestions as to the usefulness and pleasureableness of a bicycle. It shows nice looking people having all sorts of good times right here at home. One picture shows a charming bloomer maiden in the midst of a field of daisies, while her escort takes care of her wheel in the background. Another

shows a party of bicyclists riding along a pleasant, shady road by the sea shore. The people in these pictures are all "swell" people. They look nice and clean and stylish and comfortable.

* * *

The Milwaukee Harvester Co. have issued a catalogue which is exceedingly attractive, and has the advantage of being unlike the general run of farm implement catalogues. It is entitled, "The Farmer's Boy," and the cover is a handsome lithographed affair, showing the farmer's boy enjoying himself in the foreground, with the Milwaukee Harvester at work in the background.

The story of the farmer's boy is told in pictures, from his boyhood to his marriage. The pictures are well executed and altogether make a most interesting story, that one is sure to finish once it is begun.

The book bears the imprint of Clifden Wild, of Chicago, who, I believe, makes a specialty of preparing catalogues of agricultural implements. He certainly deserves the very highest praise for the production of this particular catalogue.

* * *

LOCAL ADVERTISING.

SELLING LUMBER.

There is a great deal being said of late in papers of all sorts about how to sell goods, written mainly from an advertising standpoint; but after all there is comparatively little of it that has any bearing on the wholesale lumber trade. The retailer of lumber can gain many profitable hints from these discussions, for though the difference is wide between the retail lumber and the dry goods or notion business, there are some points which they have in common. But the wholesale trade is conducted under such different conditions that the ordinary advertising agent has but little conception of its requirements.

Lumber is not a commodity which is changing in styles with every new moon, there is not very much to be said as to prices, buyers are intelligent men who cannot be fooled by bargain counter methods, and lumber wholesalers are, as a class, too honest to attempt them. You never see a lumber wholesaler advertising: "No. 1 finishing, worth \$20, for this sale only \$12.50." These tactics do not work in the lumber trade, though we have observed some faint indications of a tendency toward such methods. The lumber wholesaler if he be honest cannot say either that his goods are absolutely the best in the market or that they are sold at the lowest prices. In fact a marked discrepancy in prices is an argument against rather than for lumber. What the wholesaler can do is to carry a line well manufactured, carefully and uniformly assorted in accordance with the customs of the trade, and let that fact be known. Beyond that he must depend upon honest business methods, courteous treatment of customers, prompt and exact delivery, etc. In the wholesale lumber trade, perhaps

more than in most, success of a permanent character depends upon the adoption and maintenance of such principles. Much, therefore, depends upon the personnel and methods of the selling force, whether in the office or on the road. As the traveling salesman cannot guarantee that the salesmen who precede him or will follow him cannot sell as good goods at as low a price, his personal characteristics, backed of course, by his principal's, largely determine his success.

In the office the duty of those in charge of the correspondence is most exacting. Customers or inquirers must be treated with courtesy. No business laxity should be permitted, but customers should be made friends. Any business-like concession to their necessities, based on a proper knowledge of their condition and wants, is essential.

Advertising should be, as it is with successful concerns, used to call the attention of possible customers to the existence of the business, and what it has to offer. The most successful advertising in a lumber line is of this direct sort, modest and yet convincing.

The retail lumber dealer has somewhat different circumstances to consider. The principal of a retail lumber business comes into personal contact with his customers as the principal in a wholesale business does not. There is, also, a greater opportunity for a variation in prices than there is in the wholesale trade, for the margin of profit is not necessarily so narrow. He, also, has a much larger number of customers in proportion to the business he does. His advertising can be of a more general character, and he has the opportunity to use business qualities and business methods which are found with successful merchants in any retail line.

The foregoing matter is clipped from the *Northwestern Lumberman*. It is good matter, full of common sense, but contains one grievous error.

Whenever you propose successful modern advertising to the average representative of a business that has heretofore been little advertised, you are met with the statement that "this business is different from others. You can't apply dry goods methods to it. Bargain counter advertising would not succeed. You can fool women with that sort of thing, but we deal with men, and we must do dignified, straightforward advertising." A man who says that shows that he has not thought deeply on the subject. He thinks that because you propose the use of progressive methods—1896 methods—that you must necessarily want to make a clown of yourself, or that you want him to institute a bargain counter. The "bargain counter" seems to stick in his mind more than anything else. He says it with the sneer of ignorance. He does not understand the principle of modern advertising or modern storekeeping. He cannot see that the principle of all advertising is the same, whether it be bargain counter advertising or life insurance advertising. The funda-

mental principle is the same. The man who has something to sell wishes to tell his story in a convincing way to the man who wishes to buy—or the man who ought to buy—or the man who would buy if he knew the advantages to be secured by buying.

This article from the *Lumberman* says: "Buyers are intelligent men who cannot be fooled by bargain counter methods." Now I wish to say that I don't believe anybody is fooled by bargain counter methods. They are not fooled, simply because there is no effort made to fool them. The bargains that are placed on the bargain counters are genuine bargains. The store-keeper who would deceive anybody with his bargain counter offerings would be making the most expensive blunder of his life. He would be doing the most foolish thing he could possibly do in his business. The man who does not know anything about modern store-keeping sees the merchant advertising day after day that he is offering special cut price bargains. He does not investigate, he does not think, but says immediately that such a state of things cannot exist, and that the merchant must be a liar and a thief. Nothing is farther from the fact. The principle of offering bargains is just as simple as A B C, but the bargains must be genuine if the result is to be satisfactory. Every man in business understands that it is worth something to get a new customer—that it is worth something to get a customer into his store. He is willing to pay to have this done. The modern merchant has found that the best way of paying for new customers is to give them some real and startling bargain that they will remember. He knows, for instance, that if he advertises 50 cent silks at 19 cents a yard for a certain day that he will crowd his silk department with buyers. He knows from experience that the chances are ten to one that before the silk buyer leaves the store she will remember some other thing that she wishes to buy, and this she will buy at the fair and regular price.

There is nothing deceptive or dishonest about the bargain counter offer. It is absolutely bona fide, and a woman may avail herself of it if she chooses and go away without purchasing anything else. It is her privilege to do this. If the merchant loses money on this particular lot of silk, he considers it as advertising.

The other day I talked to the manager of one of the leading dry goods houses in Canada. He said that they had about decided to cut down their newspaper advertising \$2,000 or \$3,000 for the ensuing year and to use this money in offering special bargain inducements. That is to say, he proposes to lose \$2,000 or \$3,000 on special sales for the purpose of increasing the acquaintance and prestige of the store.

To demonstrate exactly how this special bargain sale business works, I will recite an experience of my own. In a department store I organized a sale of house furnishing goods. We advertised a large number of items at cost, and in some cases considerably less than cost. The cuts were generally made on low priced articles, so that we could sell at half cost in a good many cases and not lose very much money. Every bargain advertised was genuine. Every price was stated exactly as it was. If we said that a 25-cent article would be sold at 9 cents, exactly that thing was done. We found at the close of the two days' sales that we had sold \$900 worth of goods—about double the normal sales for those days—that we had sold \$100 worth of the goods that were advertised, on which we had lost \$9. The sale was a perfectly straight business proposition. Nobody was fooled by it. There was no attempt or desire to fool anybody. It is on exactly this same principle that every bargain sale is managed.

Women are not fooled by bargain sales. The merchant probably could not fool them if he wished to. For my part, I believe a man is much easier to fool than a woman, and that the merchant who attempts to build a business by "hoodooing" women is pretty sure to come to grief.

Of course you cannot advertise bargains in lumber, or, at least, I presume you cannot, although I believe if I was in the lumber business I would make a struggle to do something of that kind occasionally. The idea to be used in advertising a lumber business is just the same as that to be used in advertising any other business. The desire on the part of the dealer is to convey convincing information to the consumer. He wants to tell the possible buyer why he ought to make his purchases in one particular lumber yard. He wants to tell him all of the

advantages that are offered. In short, he wishes to secure his trade—he wishes to sell some lumber. A man goes to a certain place to buy lumber or threshing machines or cigars, because he thinks that for one reason or another he gets better value or better service in that place than in any other place. If the advertiser expects to get business he must convince people that he has something unusual to offer. It may be that he carries a better stock of different kinds of lumber than his competitors. It may be that he is a little more careful in buying his lumber and that his stock is more uniform. Or it may be that his delivery is more prompt. Perhaps his prices are just the same, but his lumber grades a little higher than similar grades elsewhere.

It is possible that he may be a closer buyer in some instances than are his competitors, and so occasionally he can offer some little advantage in price. He must certainly have some reasons why he believes people ought to do business with him, and these are the things to tell in his advertising. This is all there is of it. The principal problem that any advertiser has is to tell his story so that people will believe it, and so that they will try him once. If he treats them well they will come back again. After the first purchase business depends on the advertiser's good behavior.

**

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Laundry.

SEND FOR US!

Get your soiled shirts, collars, cuffs, etc., up in a bundle, and then send here!

Our plant is as nigh perfect as money and brains can make it.

Finest machinery, perfect sanitary system, "expert" help, purest washing materials and prompt delivery mean but one thing—**BEST WORK**.

If you care for this—but, of course, you do!—drop a postal and one of our wagons will call for your bundle.

For an Optician—(By C. B. Pomeroy).

A Handsome Woman

should take care of her eyes. The eyes are one of the marks of beauty, and without good eyesight beauty is of little consequence.

Eyes of Beauty

should also be eyes of strength and perfect vision.

Let Me

See Your Eyes

If there is any trouble with them I can correct it with perfect fitting glasses.

For Pianos.

The Prime Merits of the Blasius Piano

are its wonderful durability and beautiful tone quality. The soundest and most thoroughly seasoned materials are used in the construction of Blasius Pianos. The most meritorious improvements are embodied in their mechanism. You can try and hear one here at any time. Easy terms.

For Carpets.

The Best Quality 85c.

TAPESTRY CARPET.

—A glance will show its superiority. And at the same time you'll observe the prettiness and originality of the patterns, and the exquisite harmony of the colorings. 59c. is the new price. 59c.

For Bicycles.

LIBERTY

Wheels fulfill all the conditions for which they were designed. They are light, they are fast, they are strain proof. Price, \$100.

For a Painter.

The Art of Carriage Painting

has no such exponents in Washington as our corps of workmen. At our hands, rest assured, your carriage will receive the best we have to give, both in the material and skill employed and in personal supervision of the work. Estimates on application.

For Watch Repairing.

The Very Finest Watch Repairing

Possible to secure—you're assured of—if your timepiece is sent here to be repaired. Expert work only. 75c. for Cleaning or Mainspring.

For Dentists.

Painless Extracting.

We pride ourselves upon our ability to SAVE teeth, but when it is necessary to extract, we have the experts and the appliances to do it painlessly, quickly and safely. We use nothing but the purest and safest anesthetics. Our extracting experts are quick, experienced and careful. No failures. No bungling. We can save you all of the pain and discomfort of extracting. Why not call and have our painless methods explained?

For Men's Furnishing.

Men's Easter Gloves, \$1.

*We've received our first shipment of Spring Gloves. They're Adler's, Dent's and Perrin's. That's all we need say as to quality and style. Every man who's ever worn these makes of GLOVES knows how well wear and taste are combined. Adler's Gloves, \$1 up.

For a Shirt-maker.

Spring Shirt Styles

can best be studied here. The goods we're displaying this season are the best—the brightest—the novelest creations to be found anywhere.

Let us measure you now, and you'll have the most perfect-fitting and most fashionable of shirts for the coming season.

For Sporting Goods.

PLAY BALL!

Time will quickly roll round. Team work will soon begin. Have everything go off smoothly this season. Order your fittings and uniforms early. And bear in mind that Spalding's Sporting Goods are best the world round, and that we're sole agents for the District.

The "Pace" that carried The World, Kansas City, to the front rank of Western journalism has not slackened.

It is still pressing forward with tireless strides; and the advertiser who seeks to reach the buyers in Kansas City and the Southwest must include The World among the essentially important mediums to be employed.



Daily,
26,000
Sunday,
31,000



THE WORLD, Kansas City.

L. V. ASHBAUGH, Manager.



A. FRANK RICHARDSON.

New York,

Chicago.

Ever Onward and Upward

FIRST

IN ALL THE NEWS.

FIRST

IN GENUINE CIRCUL-
ATION.

FIRST

IN PRESS FACILITIES.

FIRST

AS AN ADVERTISING
MEDIUM.

FIRST

IN THE HOMES OF
NEWSPAPER READERS

The year just closed was the most prosperous we have ever experienced. We promise that during 1896 THE PITTSBURG TIMES will be brighter and more attractive than ever. In selecting your advertising mediums for the new year do not overlook us. Ask any of our regular advertisers about the merits of our advertising columns. We cover an area embracing 2,000,000 people every morning, and our circulation is the largest. Our rivals concede this fact.

The Pittsburg Times.

PERRY LUKENS, Jr.,

EASTERN MANAGER.

NEW YORK OFFICE: - - - ROOM 74, TRIBUNE BUILDING.

"The Paper that the people will buy and will read is the kind of a paper the advertiser wants to do business with."

THE HELENA INDEPENDENT

is made for and read by the educated, prosperous people of Montana—the people of this treasure State have money to spend; the wealth producing mines, rich valleys and energetic population make this a profitable field for the advertiser's consideration.

The circulation extends over the entire State and is guaranteed to be

6240 Daily,
Sunday,

3385 Weekly.

Copies of the paper and prices for space upon application to

H. D. LA COSTE, Eastern Manager,

38 Park Row,

NEW YORK.

The Best of Its Class

In PRINTERS' INK, for March 18, 1896, this advertisement appeared:

AMERICAN NEWSPAPER DIRECTORY FOR 1896.

If you wish a copy, and will send the order now, accompanied by a check or Post-Office order in payment, you may deduct 10 per cent from the price (\$5.00) in consideration of the advance order and advance payment.

The book will be ready in May, and will be delivered to subscribers, carriage paid from this end.

Any suggestions from an advertiser pointing out changes in the method of publication, calculated, in his opinion, to produce a better book, will be greatly appreciated by GEO. P. ROWELL & CO.,

*Publishers of The American Newspaper Directory,
No. 10 Spruce St., New York.*

The first order that came in response to this advertisement was the following:

OFFICE OF STANLEY DAY, GENERAL NEWSPAPER ADVERTISING, |
New Market, Middlesex Co., New Jersey. }

Messrs. GEO. P. ROWELL & Co.:

Gentlemen—Cash discounts are what I'm after. Your ten per cent prompt me to send a check for \$4.50 for the American Newspaper Directory for 1896. Your suggestion I could offer to improve the work, which is the best of its class, would be an earnest appeal to publishers to comply with your requirements, which would secure them a legitimate rating, and bring a great boon to all parties interested in honest circulation, which is the aim of The American Newspaper Directory to accord.

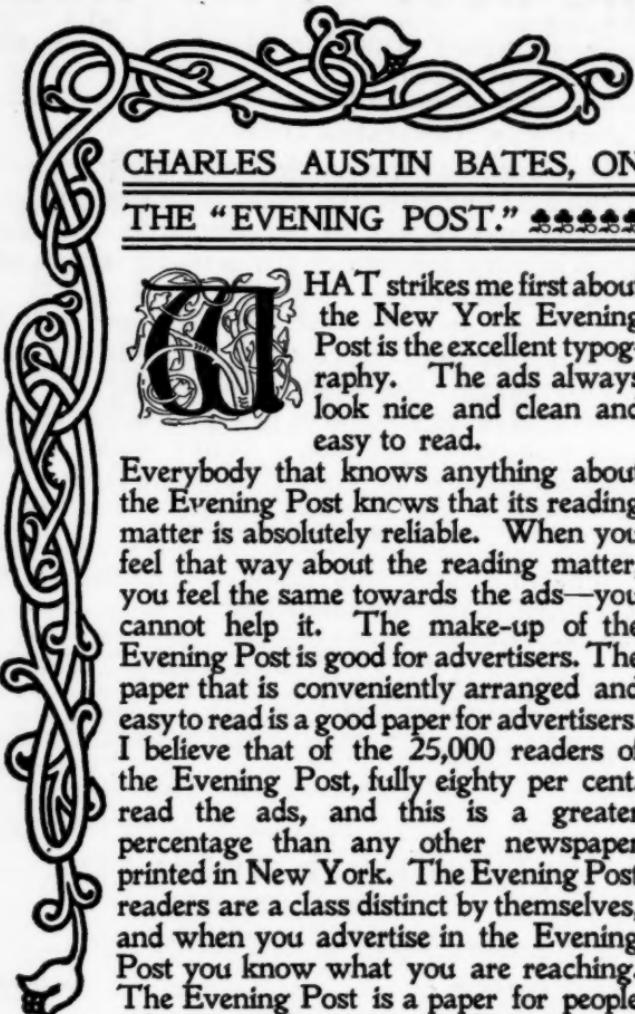
Yours truly,

STANLEY DAY.

STANLEY DAY, NEW MARKET, N. J.	No. 14046	Plainfield, N. J., March 20, 1896.
THE FIRST NATIONAL BANK OF PLAINFIELD.		
Pay to the order of GEO. P. ROWELL & CO.		
Four 50/100		Dollars.
\$4.50/100		STANLEY DAY.

The offer is still open, and hints how the book may be improved are still desired.

Address GEO. P. ROWELL & CO.,
Publishers of The American Newspaper Directory,
No. 10 Spruce St., New York.



CHARLES AUSTIN BATES, ON THE "EVENING POST."



HAT strikes me first about the New York Evening Post is the excellent typography. The ads always look nice and clean and easy to read.

Everybody that knows anything about the Evening Post knows that its reading matter is absolutely reliable. When you feel that way about the reading matter, you feel the same towards the ads—you cannot help it. The make-up of the Evening Post is good for advertisers. The paper that is conveniently arranged and easy to read is a good paper for advertisers. I believe that of the 25,000 readers of the Evening Post, fully eighty per cent. read the ads, and this is a greater percentage than any other newspaper printed in New York. The Evening Post readers are a class distinct by themselves, and when you advertise in the Evening Post you know what you are reaching. The Evening Post is a paper for people who are willing to pay a fair price for the best goods and the best service. They would rather have what they want than have a bargain in something they don't want."

“THE ITEM” did it.

**Letter From Lit Brothers on their use of
The Philadelphia Item As an Ad-
vertising Medium.**

**“The Splendid Results” Obtained Have Proved “In a
Very Practical Manner” The Item’s Value
and Importance.**

Lit Brothers have taken a prominent place among the progressive business men of Philadelphia. They have pushed forward by hard, conscientious and intelligent work. Conspicuous among their aims is the effort to give the public the best grades of goods at the lowest possible margin of profit. They buy stocks of goods in bulk, for cash, and can therefore make extensive cuts in prices. It is a question of price with every buyer. Next in importance to making cuts in prices, is to give such facts the widest publicity. This publicity is best obtained through the paper that reaches the greatest number of families. Lit Brothers now add their evidence to the universal opinion, that the Philadelphia ITEM reaches everybody; not one class alone, but all classes; and that it is a particular favorite with the ladies, going directly into the Home Circle.

Advertisers are often slow to realize that men make the money, and women spend it! Therefore, the paper that is read by the women, and is a special favorite with them, possesses exceptionally advantageous characteristics. Other papers have struggled to reach such a position—THE ITEM has held it undisturbed for many years.

Appended is the letter of the Messrs. Lit, which was sent to THE ITEM office voluntarily:

LIT BROTHERS,
Corner Market and Eighth Streets. PHILADELPHIA, March 9, 1896.
MANAGER THE ITEM: We are sending you to-day copy for our half-page advertisement, which we wish continued.

In simple justice to THE ITEM, we feel constrained to say that our previous half-page advertisements have been productive of results far beyond our most sanguine expectations, which fact demonstrates to us that in not pursuing our present policy of using THE ITEM as an advertising medium, we have hitherto made a mistake, which we are glad to be able to rectify.

You will find us good customers in the future, as before stated. The splendid results we have had through THE ITEM prove in a very practical manner that our business would have been even larger than it is had we used THE ITEM more freely as a channel of advertising our goods.

Wishing you all success, we remain, yours very truly,

LIT BROTHERS.

**THE S. C. BECKWITH SPECIAL AGENCY,
SOLE AGENTS FOREIGN ADVERTISING,
Tribune Building, New York. The “Rookery,” Chicago.**

DO YOU ADVERTISE? IF SO—WHY?

Surely not to see your name in print. Not because it's the custom. Not, particularly, because your competitor does. Not because some one has told you that it will do you good. Not because you have read in some advertisers' journal that it's the proper thing to do.

NO! For neither of the above reasons, but simply because you **know** that fabulous wealth has been attained through the judicious use of printers' ink. Because you are satisfied if every Ten Dollars spent in Newspaper advertising will bring in Ten Dollars return, for even though your returns only equal your outlay you realize the fact that you have invested Ten Dollars in the building of your reputation, which is as much your Capital as is your Bank Account. Can you not then recognize the value of the advertising medium which not only brings in returns to the amount of the investment, be that investment a Ten or ten times a Ten, but in addition will positively bring trade to your store that will buy once and buy again. Such an "advertising medium" is the

DENVER REPUBLICAN

A paper that is read in Colorado, Wyoming and New Mexico, and above all a paper that has the confidence of the reading public. Can you afford to forget that the *DENVER REPUBLICAN* has a circulation of over 20,000 copies daily, meaning a circulation among the masses estimated at not less than 100,000 daily.

It will pay you, and pay you well, to consider the above facts. For further information and full particulars consult

The S. C. Beckwith Special Agency,
Sole Agents Foreign Advertising,
The Rookery, Chicago. Tribune Bldg., New York.

OUR TEAPOT

IT IS SOLID SILVER--STERLING.

What is it for?

We will tell you. This is it. In every issue of PRINTERS' INK there appear a good many pretty poor ads and a few good ones.

The good ones bring profit to the advertiser and cause his face to be wreathed with smiles.

The poor ads cost just as much, but produce less result, and induce a loss of faith in the value of advertising.

This is all wrong!

We want more good advertisements.

The way to make a good advertisement is to try to make a good one—try hard.

To encourage good advertisements, we will, early in May, send this Solid Silver Teapot to the advertiser who has the best advertisement in PRINTERS' INK during the month of April.

Early in June, another PRINTERS' INK Teapot will be sent to the advertiser who has the best advertisement during May.

In July another. In August another, and so on.



THE PRINTERS' INK TEAPOT.

April, 1896.

We invite our readers to scan the advertisements, select the best and fill out the voting coupon, and send it in—addressed to PRINTERS' INK.

As a reward to the voters we will give a coupon good for a year's subscription to PRINTERS' INK to each voter who happens to vote for the advertisement that is deemed the best.

VOTING COUPON.

In the opinion of the undersigned, the best, that is the most effective, advertisement in PRINTERS' INK, issue of April 1st, is that of

appearing on page _____

Name of voter _____

Address of voter _____

April _____
Date. _____

Voting Coupons, properly filled, should be addressed simply
PRINTERS' INK, 10 Spruce St., New York.

The Best of the New States is
WASHINGTON,

Because Nature has done most for it.
The Best City in Washington is
TACOMA,



Because it has the largest
Local and Ocean Trade,
The Most Factories,
Best Railroad Terminals,
A Line of Trans-Pacific Steamers,
Biggest Wheat Warehouses,
Largest Coal Bunkers, and
Most Progressive People.



The Best Newspaper in Tacoma is
THE LEDGER

It has the Best Equipped Office
in the State.

Prints the Most News, and has the Largest
Circulation.

Everybody Reads it.

The S. C. Beckwith Special Agency,
Sole Agents Foreign Advertising,
The Rookery, Chicago. Tribune Bldg., New York.

H. L. PITTOCK, Manager and Treasurer
H. W. SCOTT, Editor

DAILY . . . SUNDAY . . . WEEKLY Editions

...THE...

OREGONIAN

PORTLAND, OREGON

- ☒ Last July the Management
- ☒ Made a Radical Reduction
- ☒ In the Subscription Price

Advertisers To-day are Reaping the Results

..The.. Record THE OREGONIAN is publishing 25 per cent more news now than it ever gave to its readers before . . .

THE OREGONIAN'S increase in circulation during the past eight months has been phenomenal . . .

THE OREGONIAN is the only paper of general circulation in a field containing over 1,000,000 people. . .

The hard times have firmly entrenched THE OREGONIAN in its position as the one great paper of the North Pacific Coast States

E. G. JONES

IN CHARGE OF ADVERTISING

The S. C. BECKWITH SPECIAL AGENCY

EASTERN REPRESENTATIVES

Tribune Bldg., New York The Rookery, Chicago



A Good Balance

is always desirable both
for the juggler and the
books of account. The

Street Cars of

Denver

are now way up-to-date
in the appearance of their
advertising racks. A con-
dition never before known.

Write Us for Rates,

details and list of lines.
We control all cars in
Denver.

Geo. Kissam & Co.,

Rooms 37 and 38 Railroad Building,
1515 Larimer St., Denver, Col.,
253 BROADWAY, N. Y.



A Long Neck

is a great thing, but a "long head" is better. Long-headed men go into good things, especially in the advertising line. They know the value of tried mediums. Among the very best is

Street Car Advertising.

But you want it rightly done; rightly conducted; rightly placed, and of the "kind that pays." Drop us a line for list.



Geo. Kissam & Co.,
253 Broadway, N. Y.



Do You A-spire to Rise in the World?

'Tis easily done if you have a good article
that people need. All you
want is publicity of the right
sort. The kind that pays.
Well,

STREET CAR Advertising

Will "do the trick" for you.
Send to us for details and rates.



George Kissam & Co.,

253 BROADWAY, New York.



Chasing Butterflies

brings very few results—the same thing applies to the man who wastes his time and money in poor mediums of advertising. Among those of known, intrinsic merit

STREET CAR ADVERTISING

is in the top rank. Why not invest your money in a good thing and get a return from it? We'll show you the way.



GEO. KISSAM & CO.,

253 Broadway, New York.

The Geo. P. Rowell Advertising Co.

10 SPRUCE ST., NEW YORK.

“April Fool”

The foolish advertiser puts his appropriation into the hands of an incompetent, ill-equipped agency, and imagines that he “has a string on it.” Cash is a hard thing to get, and no one should let go of it easily. He should know whose hands it is going into, how it is to be handled, and whether there is any reasonable chance of his getting it back again.

For thirty years we have been making money for our clients. For thirty years, we have been handling big and little advertising appropriations. The man who puts his money into our hands gets the full worth of it in good advertising—profitable advertising—cash.

The Geo. P. Rowell Advertising Co.,

10 SPRUCE ST., NEW YORK.